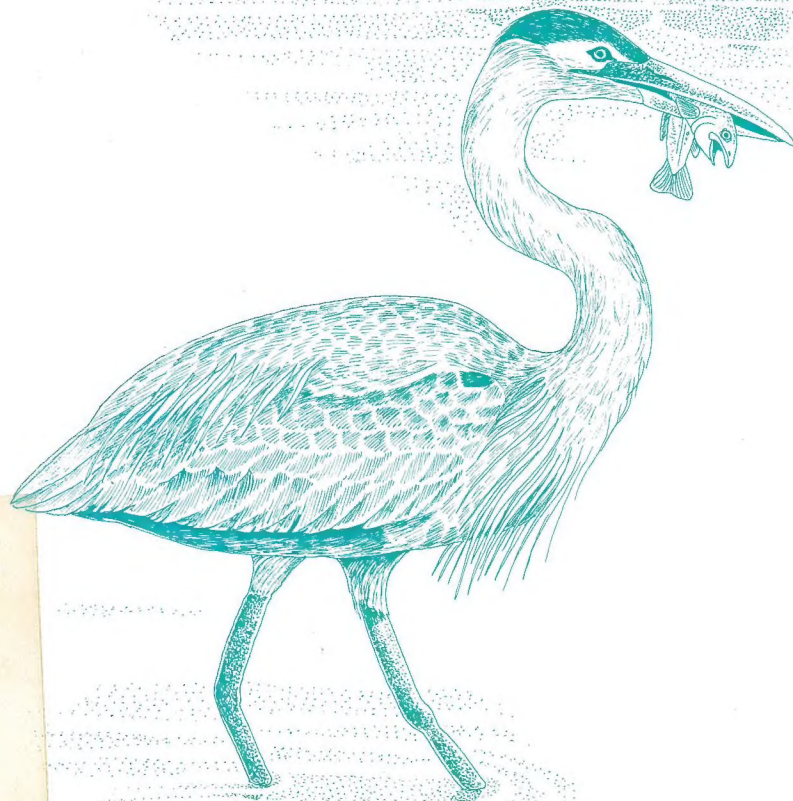


The Riverfront Plan

Asheville, North Carolina

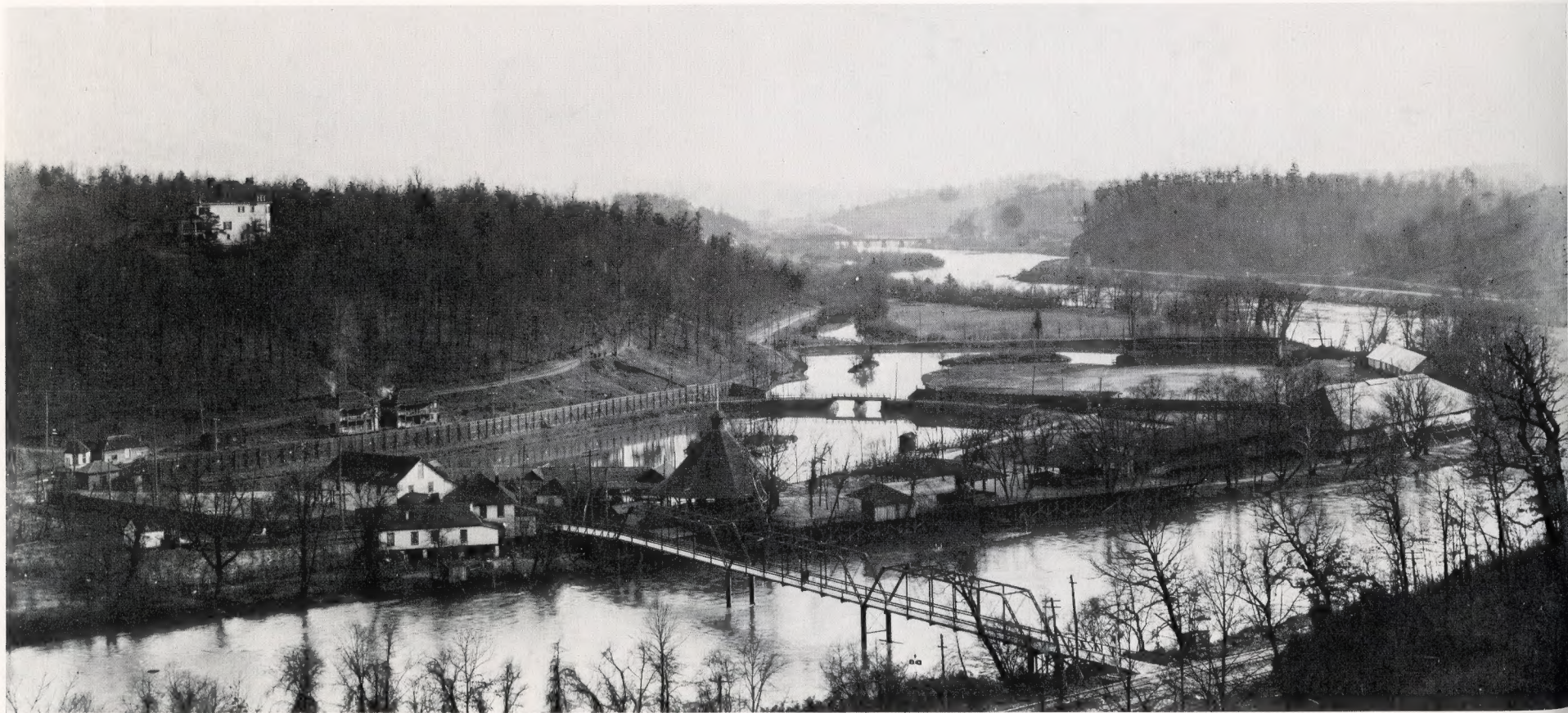


Sandra Smalley Gorman 1988

688

Cover illustrations compliments of Sandra Smathers-Jarman.

Below, a view of Riverside Park and the French Broad River, ca. 1912.; photo courtesy of North Carolina Collection, Pack Memorial Public Library.
Opposite, the same view in 1989; photo: J. Weiland.



The Riverfront Plan

Asheville, North Carolina

April 26 - 29, 1989

A joint venture of:

**Urban Design Assistance Team,
N.C. Chapter, The American Institute of Architects**

**Community Assistance Team,
N.C. Chapter, The American Society of Landscape Architects**

Sponsor: French Broad Riverfront Planning Committee, Inc.

Editor/Book Designer: Kate Mathews

Photographer: J. Weiland



The Riverfront Plan

Asheville, North Carolina

April 25, 1970

Dear Mr. [Name]:
I am writing to you regarding the Riverfront Plan for Asheville, North Carolina. I am sure that you are aware of the importance of this project and the need for your support.

Enclosed for you are two copies of the Riverfront Plan. I am sure that you will find it of great interest and value. I am sure that you will find it of great interest and value.

PREFACE

For the greater part of the history of this Earth, atmospheric and tectonic forces have forged the Blue Ridge Mountains and the Great Smokies. Over a much shorter period of time, plant and animal ecosystems have flourished, creating the natural environment that surrounds Asheville today. Finally, at the end of a sequence of evolutionary events, man occupied the valleys and floodplains, seeking sustenance and shelter.

The French Broad River emerged from its source a long time ago in this evolutionary sequence. Its tributary creeks and wetlands have nourished an abundance of plant and animal species, and its turbulent waters have nurtured fish and amphibians. This great natural waterway is an inheritance — a beautiful resource belonging to the settlers and their descendants in Asheville and other communities along the river.

The French Broad River valley in Asheville is part of a tradition of city building upon which the nation is founded. Urban development patterns in the United States traditionally favored floodplains and navigable waterways because of their attractiveness as sites for industry and for bulk transportation of extracted resources. But the needs of urban populations have changed, their economies have diversified, and their industries have evolved according to the technologies of the twentieth century.

Asheville has reached a point in its history where the function and character of the French Broad River must begin to respond to the needs of its residents in a cultural and recreational way as well as an economic way. It is a resource of such spectacular grandeur that the city can only benefit from its careful redevelopment.

The Riverfront Plan is a creation of many minds, of citizens and professionals from the fields of architecture, landscape architecture, and city and regional planning. While the contents of this publication are primarily the efforts of a team of men and women invited to Asheville in April 1989, their work could only have been done with the active support and participation of a very large number of local citizens.

We came to you in good faith to give you a vision of the future, of the greatness to which Asheville can aspire. We believe in your mission to reincorporate the riverfront into the fabric of the community, and offer these recommendations in the same spirit of optimism and support that you gave to us during our stay in your city.

— *Peter Batchelor, AIA/AICP, Charette Coordinator
and UDAT Team Leader*

— *Stanley Williams, ASLA, CAT Team Leader*

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What Are UDAT and CAT, and Why Are They Here?

The Urban Design and Planning Committee of the American Institute of Architects (AIA) has been sending Urban Design Assistance Teams (UDATs) to various American towns and cities since 1967. The Community Assistance Committee of the American Society of Landscape Architects (ASLA) uses a similar concept, Community Assistance Teams, to provide land-planning services to cities.

In each case, the Director receives requests for assistance, then selects professionals for their expertise in the specific disciplines which have been deemed necessary to respond to the particular problems of the community. The members of the team receive no compensation for their services.

The visit is a three- to four-day labor-intensive process in which the members must quickly assimilate facts, evaluate the existing situation, and arrive at a plan of action. The format of the visit consists of air, automobile, and bus tours to determine the visual situation firsthand; community meetings and interviews to generate user input and to build community support; brainstorming sessions to determine a direction and to develop solutions that can be implemented; and finally, the preparation of a written report and presentation to the community.

These studies characteristically produce solutions that can be implemented. This means a proposal that can be accomplished within a reasonable period of time; that can be reasonably financed; that can be executed legally; and that responds sufficiently to the community's declared wishes to generate support.

How It Began In Asheville

In 1987, Asheville City Council adopted the **2010 Asheville City Plan**, a comprehensive long-range planning guide that addresses the development of the community over the next 25 years. Representing the collective vision of thousands of Asheville citizens, the document provides a broad yet detailed framework for future growth.

The Plan recognizes the value of the French Broad River and the potential for mixed use development of its urban frontage. It recommends further study and encourages community-wide support of riverfront development. It also proposes options for open space and greenway development along the river within the city limits.

The French Broad Riverfront Planning Committee (FBRPC), a group of local volunteers, was organized in November of 1987 to undertake further study and to create an action plan for increased public and private uses of the urban riverfront. The goals of the FBRPC were designed to coordinate with improvement efforts suggested in the 2010 Plan and those of regional organizations interested in the future of the French Broad River, such as the French Broad River Foundation, Land-of-Sky Regional Council, Quality Forward, and the Asheville Area Chamber of Commerce.

The FBRPC decided to hold an intensive workshop for the purpose of forming a design concept and implementation plan for improvement of the French Broad River from the Biltmore Estate to the UNCA Botanical Gardens. The workshop, commonly called a *charette*, would welcome the participation of citizens, property owners, and government officials, so that the resulting plan would truly reflect the opinions of the Asheville community and would thereby ensure broad-based support.

Funds to support the charette were received from the Z. Smith Reynolds Foundation, the North Carolina General Assembly through the efforts of the Buncombe County Legislative Delegation to obtain a special appropriation, and a Civic Works Planning Grant through Natural Resources and Community Development. Funds, services, and man hours were donated by a broad cross-section of the community.

As workshop logistics became more complicated, the FBRPC sought assistance from the North Carolina chapters of the American Institute of Architects (AIA) and American Society of Landscape Architects (ASLA). Because the French Broad River project offered challenges of the natural landscape as well as the urban cityscape, Peter Batchelor (AIA), Stan Williams (ASLA), and the

FBRPC concluded that collaboration between the two professional organizations might produce the greatest success. The resulting Asheville charette represents the very first joint venture of the AIA Urban Design Assistance Team and the ASLA Community Assistance Team.

The 10-member charette team was organized by its chairman, Peter Batchelor. The participating professionals represent the disciplines of architecture, landscape architecture, city and regional planning, and the environmental management sciences. The FBRPC's challenge to the professionals was:

to create a master plan for revitalizing the urban riverfront, which would explore mixed use potential and would be environmentally sound, economically possible, and integrated with ongoing urban development in Asheville.

To effectively deal with such a complex project, Batchelor divided the team into three groups: a **river valley team** to focus on elements such as the proposed greenway; an **urban linkages team** to concentrate on the interconnections between the riverfront and Asheville proper; and a **regional linkages team** to examine the relationship between the river and the region in terms of natural and manmade resources.

Meanwhile the FBRPC was busy raising funds, polling citizens and riverfront property owners about their dreams for the river, lining up workshop sponsors, and keeping tabs on countless details. A group of 10 local volunteer professionals, drawn from backgrounds similar to the team members, was invited to work alongside the team for the duration of the workshop. Additionally, many resource people were invited to contribute valuable information on technical subjects such as stream biology, bridge construction, engineering, flood control, local government and history, railroad and utility systems, and others.

When the charette team arrived in Asheville, they attended public hearings at which the citizens of Asheville expressed their opinions about and dreams for riverfront revitalization. An important part of the charette process, this community involvement helped shape

the generalized challenge to the team into specific desires and goals. Among the citizen concerns made public at the hearings were a desire for bicycle paths and athletic fields, a whitewater training course, a railroad museum, an outdoor amphitheater, handicap accessibility, family needs, competition with downtown revitalization, and possible loss of riverside businesses.

Armed with their own observations, the input of the resource people, and the expressed needs of the public, the team went to work. Three short days later, a presentation of the team's proposals was made to the public. From beginning to end, the brainstorming was non-stop, the concentration was intense, and the "new angles" on riverfront usage were excitingly innovative.

During the days following the close of the charette, Asheville team members and FBRPC members continued to clarify and detail the proposals, timelines, and drawings. This publication represents the resulting vision for an improved French Broad River — a vision shared by professionals, citizens, business owners, water sports enthusiasts, and other dedicated souls. And now, the long-term work begins — that of translating this vision into a reality that Asheville's citizens can show off with pride.

One immediate action recognized as necessary by the Riverfront Planning Committee is to establish a citizen committee comprised of representatives of all the special interest groups, implementation agencies, and appropriate commissions to share knowledge and coordinate actions toward realization of this plan. With community-wide support and participation, this plan will truly become a reality. □

SCHEDULE OF ACTIVITIES

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Tuesday, April 25, 1989

6:30-8:30 pm: Cocktail party reception and art exhibit of work by Sandra Smathers-Jarman in Haywood Park Atrium, with key community leaders, donors, and team members, and featuring a display of historic riverfront photos and a survey of 157 riverfront buildings, prepared by The Preservation Society of Asheville and Buncombe County.

8:45 pm: Team dinner, donated by T.K. Tripps.

Wednesday, April 26, 1989

7:30 am: Team breakfast and briefing, Sheraton Hotel.

8:15 am: Official welcome from Buncombe County Commission Chairman Gene Rainey and Asheville Mayor W. Louis Bissette.

8:30 am: Begin tour of site, starting at Flat Iron Building for city overview orientation, to Biltmore Estate, up east bank of river, down west bank to Hominy Creek Park, over I-240 through Montford and Riverside Cemetery.

12:00 noon: Civic Luncheon at Haywood Park Hotel, co-sponsored by Quality Forward and French Broad Riverfront Planning Committee.

1:00-3:00 pm: Public hearings at Haywood Park Trade Mart. Broadcast live by WCQS Public Radio.

3:00 pm: Team helicopter tour of river.

5:00-7:00 pm: Public hearings at Haywood Park Trade Mart.

7:00 pm: Team dinner and reception at Asheville City Club, sponsored by local AIA/ASLA chapters.

9:30 pm-midnight: Team briefing by Team Chairman and first work session at charette headquarters, a renovated downtown storefront at 87 Patton Ave.

Thursday, April 27, 1989

7:30 am: Overview of Asheville and regional economy, and dialogue with representatives of local business community at Asheville Area Chamber of Commerce.

9:30-10:30 am: Overview of Asheville slide show, by charette photographer J. Weiland.

9:15 am-12:00 pm: Second work session.

12:00 pm: Team lunch, donated by Magnolia's Raw Bar & Grill.

1:30-5:00 pm: Third work session.

5:00 pm: Asheville team members introduced.

7:00 pm: Dinner at charette headquarters, donated by Town & Country Garden Club.

8:00 pm-12:00 am: Fourth work session.

12:00 am: First deadline: preliminary recommendations (reports and graphics).

Friday, April 28, 1989

7:30 am: Breakfast, donated by Sandwich Express.

9:00 am-12:00 pm: Presentations by three teams (River Valley, Urban Linkages, Regional Linkages).

12:00 pm: Lunch

2:00-7:00 pm: Revision and final work programs of teams.

7:00 pm: Second deadline: final written reports due. Supper delivered to charette headquarters, donated by Domino's Pizza.

8:00 pm-12:00 am: Final recommendations and work on drawings continued.

Saturday, April 29, 1989

3:00 am: Third deadline: final, mounted drawings due.

3:00-4:30 am: Miscellaneous follow-up on reports and drawings.

8:00 am: Team breakfast at Sheraton Hotel.

11:00 am-1:30 pm: Presentation of team recommendations and drawings to public, at Haywood Park Trade Mart.

1:30 pm: Press conference with charette team, at Haywood Park Trade Mart.

2:00 pm: Team lunch, donated by Magnolia's Raw Bar & Grill.

All afternoon: French Broad River clean-up, photographed by Phil Schermerster of National Geographic Magazine. **Note:** The entire 4-day charette was photographed for inclusion in a National Geographic Magazine article on greenways, scheduled for release in September, 1990.

CONTEXT

Historical Context

In her book about the French Broad River, Wilma Dykeman describes how it was named by white settlers:

As their path led toward the upthrust Blue Ridge, the rivers must have impressed them by their width for they named them First and Second and English Broad. And when at last a party of these trail breakers climbed the Ridge and stood in a gap facing toward the unknown western land under control of France by way of the Mississippi, they looked at the new river they found in the valley just beyond the Blue Ridge and called it the French Broad.

The source of the French Broad River is located in Transylvania County, near Rosman, where it is formed from four tributaries — its East, West, North, and Middle Forks. The French Broad flows north, one of the few northern hemisphere rivers to do so, and the North Carolina portion of its basin covers an area of 1,664 square miles.

From its mountainous source, the river meanders in a broad and fertile valley through Transylvania, Henderson, and Buncombe Counties to Asheville. Just north of Asheville, the river valley becomes a narrow gorge and its current becomes increasingly rough. Rapids are common along the river between Asheville and the Tennessee border, and in the stretch between Barnard and Hot Springs in Madison County, rapids can range from long and difficult to extremely dangerous and nearly impossible, depending on the water level.

When the river crosses into Tennessee, 117 miles from its source, the direction of flow becomes westerly, the river broadens, and the current calms. In its final stages, the French Broad River flows into Douglas Lake, outside Knoxville, and then joins with the Holston to become the Tennessee River. Along its sinuous route, many small and large tributaries drain into the French Broad, including the Davidson, Little, Mills, Swannanoa, Pigeon, and Nolichucky Rivers.

Asheville Develops Along the River

Rivers are important to the birth and development of communities, and the French Broad River is no different in its relationship to Asheville. The French Broad's valley provided fertile bottomlands

attractive to farmers and, although the river itself was not easily navigable, the river basin was crucial to early transportation through the mountains. Small communities sprang up wherever the river basin flattened out, where the river narrowed enough to be forded, and where it joined with another creek or river.

In 1827, the Buncombe Turnpike was completed, a feat that opened up the French Broad River valley to rapid development. The Turnpike was a toll road forged along the riverbed, connecting Tennessee and Kentucky with South Carolina and the plantations and seaports to the South. Drovers traveled the route each year with huge herds of cattle, mules, turkeys, and pigs destined for lucrative markets.

Along the Turnpike, profitable inns or "stands" offered bed and board to the men and their thousands of animals. Travel flourished — noisy, dusty, and crowded — along the French Broad River, until the Civil War terminated the livestock drives.



*Alexander Hotel, located about 10 miles north of Asheville, was built in 1828 by James Mitchel. According to the book, **History of Buncombe County**, "For many years, he carried on there a hotel, store, tanyard, shoe-shop, harness shop, ... grist-mill, saw mill, ferry, and bridge. The hotel was famous for superior accommodations from Cincinnati to Charleston." Photo: North Carolina Collection, Pack Memorial Public Library.*

During the mid-1800s, stagecoach travel developed along the Turnpike route, opening the difficult mountainous route to visitors seeking cool temperatures and health-giving air. It was during this period that tourist travel was born, along with the construction of health sanitariums and resort hotels throughout the mountain region.

Railroad Changes the Face of Asheville

The coming of the railroad in the 1880s was the grand event that stimulated the boom era in Asheville. Paralleling the route of the French Broad River bed, tracks were laid to connect Asheville with Tennessee in 1882 and with Spartanburg, S.C. in 1886. The banks of the river were finally opened to rail access, thereby spurring rapid industrial development.

Factories and supply businesses were built all along the Asheville riverfront, from Biltmore Village at the south end (then called the town of Best until George Vanderbilt bought it in the 1890s and changed the name) to the Pearson Bridge at the north end. Homes of workers sprang up on the hillsides behind the factories, railroad tracks multiplied along the commercial strip, and the train depot processed busy travelers from everywhere. Electric streetcars connected the bustling riverfront with Biltmore and the public square of downtown Asheville.

Recreation Along the River

The French Broad River was a favorite attraction for citizens looking for a park-like atmosphere and relaxing waterfront pastimes. Edwin George Carrier, namesake of today's bridge over the junction of the Swannanoa and French Broad Rivers at Amboy Road, was an important developer of West Asheville properties. He also was the innovative engineer of a power station on Hominy Creek and a 250-foot steel bridge over the French Broad where Carrier Bridge is today.

One of his projects was a sporting field, known as Carrier's Field, that spread along the French Broad River banks. Completed in 1892, the recreational facility featured horse races, baseball games, bicycle races, and other sporting events. While the field was originally constructed for the benefit of guests at Carrier's Hotel Belmont in West Asheville, the community at large also enjoyed its many activities.

Perhaps the most famous recreational area was Riverside Park, built in 1904 by the Asheville Electric Company. The beautiful park was flanked by elegant Montford homes on the east and the stately home of Richmond Pearson, Richmond Hill, on the west. At Riverside Park, citizens could enjoy horse shows, picnics, baseball, rollerskating, amusement rides, and even outdoor silent movies. This popular gathering place was partially damaged by fire in 1915 and completely washed out by the 1916 flood. After the flood, all plans to repair or reconstruct the park were abandoned.

Floods of the French Broad River

Because of its many tributaries and the absence of flood control structures, the French Broad River can be overwhelmed with water. During periods of heavy rain and mountain water runoff, the river can — and does — flood. According to Tennessee Valley Authority flood analyses, there have been 37 known floods between 1791 and 1960 in which the water rose above the bank-full stage of 8 feet; sixteen of these 37 floods have risen more than 2 feet above the 8-foot bank-full stage.

The most serious flood occurred in July of 1916, when the water level rose an estimated 20 feet and property damage exceeded \$3 million. This flood wreaked havoc on the thriving commercial center of Asheville, destroying homes and businesses and wiping out bridges.

Decline of the Riverfront

Although many floods occurred before then, and have since then, the severity of the 1916 flood effectively ceased Asheville's riverfront development. By this time, the community was already expanding farther and farther away from the river. New roads were built leading away from the river, with population growth and economic development following along. Additionally, over-the-road transportation began to eclipse the railroad and diverted traffic



John Wolfe and Neal Wilson boating in Riverside Park, 1905. Photo: North Carolina Collection, Pack Memorial Public Library.

away from the river basin.

The steady increase in population and the economy quickly became a burden on the French Broad, in the form of sewage, garbage disposal, industrial and chemical runoff, and landfill seepage. The more it became a dumping ground, the more quickly residents and businesses vacated the undesirable area. Left behind were auto graveyards, junkyards, abandoned buildings, and rundown factories.

By the 1960s, the French Broad River looked bad and smelled bad — it was referred to as an “open sewer.” Pollution was so extreme that the river was considered virtually dead and several native fish species became extinct. A renaissance of Asheville’s thriving riverfront history seemed a lost cause. The 1955 publication of Wilma Dykeman’s book, *The French Broad*, read more like the loving memorial of a lost treasure than a documentary of an existing resource.

Overview of Revitalization Efforts

During the 1970s, voices of concern about the dismal state of the French Broad grew in volume. With the legislative support of the federal Clean Water Act of 1972, which set nationwide water quality goals, the Land-of-Sky Regional Council secured local government and TVA funds to institute a river improvement program. The Council, a regional planning agency for the four French

Broad River counties, acted as a clearinghouse of information and funding liaison for each individual county in its own river cleanup efforts.

In 1974, Transylvania County officials added a one-mil tax to the county budget to be used for cleaning up river trash, trees, and manmade debris; the County’s request for TVA assistance produced heavy equipment and technical help. In 1975, Buncombe County began its River Cleanup Project with public works impact funds administered through TVA; project goals were general cleanup and the development of river access and picnic areas. Also in 1975, Madison County started up its cleanup effort, using the same funding method as Buncombe County.

In 1976, the Land-of-Sky Council obtained TVA funds to set up a comprehensive River Improvement Program aimed at a complete “river revival” and administered the funds among the Council’s member governments. Under this program, a series of river access parks was constructed along the river during the late 1970s to stimulate public usage of the French Broad. To date, there are 15 access points between the source of the river and the Tennessee border, including the recently opened Jean Webb River Park in Asheville. Funds for a new access point in Transylvania County were approved in December 1988.

Quality ’76, a Bicentennial committee, was formed in 1974 to clean up and beautify Asheville and Buncombe County, as well as



View of the flooded French Broad River from Park Avenue on July 16, 1916. Photo: North Carolina Collection, Pack Memorial Public Library.

commemorate the Bicentennial. One of many projects was to clean up the French Broad and alert citizens to the value of this important resource. Hundreds of junked cars and other debris were pulled from the river as the new parks were being constructed. After the Bicentennial, the committee became Quality Forward, a permanent organization that includes a River Improvement Committee; this group concentrates on river cleanups and tributary cleanups on Clean Streams Day, and encourages the public to enjoy the river and river parks.

The Land-of-Sky Regional Council, Quality Forward, and concerned citizens formed the French Broad River Foundation in 1983. This nonprofit volunteer organization is made up of businesspeople, elected officials, and environmentalists who work toward the preservation and improvement of the river on a continuing basis. The Foundation, which works closely with Quality Forward and Land-of-Sky, includes among its goals making the public more aware of the importance of the French Broad, improving the quality of the river as a wildlife habitat, improving the river's recreational potential, and encouraging the formation of local Streamwatch groups.

French Broad River Week, an annual September festival, was started in 1977 as the promotional element of the River Improvement Program. Over the years, it has become a well-attended celebration of the river that features raft races, educational programs, and other river-oriented activities.

These organizations are committed to the French Broad's future and because of their efforts, public apathy about the river has evolved into public concern and silence has been replaced by a general movement for change.

Studying Recreational Potential of the River

Such public support of riverfront improvement has stimulated municipal interest, in western North Carolina and in other communities as well. Successful revitalization projects have been completed along the rivers of Portland, Oregon; Detroit, Michigan; Memphis and Chattanooga, Tennessee; Denver, Colorado; San Antonio, Texas; Cincinnati, Ohio; Savannah, Georgia; Baltimore, Maryland, and other cities of varying size.

The citizens of Asheville have seen proposals for improved public usage of the French Broad ever since the loss of Riverside

Park in the 1916 flood. In fact, a riverway park along the French Broad and Swannanoa Rivers was envisioned by Dr. John Nolen, architect of Asheville's City Plan in 1922.

In 1979, two important studies of the river within Asheville were published, by TVA (*Recreational Potential of the French Broad and Swannanoa Rivers within the Asheville Riverfront Revitalization Project Boundaries*) and the Land-of-Sky Regional Council (*The French Broad River Management Strategy*). These studies were important first steps in assessing the natural strengths and weaknesses of various sites along the urban frontage and in creating the momentum to garner public attention and support. With the adoption of the Asheville 2010 City Plan in 1987, French Broad revitalization became a documented goal of all Asheville citizens.

The Asheville Riverfront Project

The design team that agreed to take on the Asheville riverfront project was fortunate to work in an environment already favorable to the project goals. It was also fortunate to fulfill an Asheville tradition — that of the collaboration between architects and landscape architects to achieve harmony among the natural and manmade aspects of a project.

While the Asheville charette was the first joint venture of the AIA and ASLA design assistance teams, such partnership is not new in Asheville. The mansion and grounds of the Biltmore Estate were orchestrated by architect Richard Morris Hunt and landscape architect Frederick Law Olmsted. Working together, the two professionals executed a grand design that integrated manmade elements and the natural landscape into a well-balanced environment. As well, the elegant turn-of-the-century Manor Inn on Charlotte Street and Albemarle Park neighborhood of early 20th century summer homes were conceived and built by architect Bradford Gilbert and landscape architect Samuel Parsons.

The Asheville team was faced with the challenge of forging a successful interaction of the French Broad River's natural resources and the reviving urban face of Asheville. For inspiration, team members looked to the same sources that fueled the visions of their illustrious predecessors — the gentle beauty of Asheville's surroundings and its citizens' commitment to protecting the unique qualities of their home. □

RECOMMENDATIONS

These recommendations are the results of the charette's intense 3-day brainstorming and exploration into riverfront revitalization. The recommendations are general and will need to be analyzed, refined, and prioritized by the community during the entire life of the project. As time passes and the community's needs change, individual aspects of the revitalization plan may also change. Following the close of the charette, project recommendations were organized by the Asheville team members into a proposed time line for implementation, for publication in this document.

The first phase, **Immediate & Ongoing Action**, includes proposed actions that can be undertaken immediately and up to 5 years from now. Most of these actions would be instituted as ongoing programs that continue for the life of the project. The second phase, **Organization & Development**, proposes actions that can be reasonably undertaken in 5 to 15 years from now. The third phase, **Maintenance & Growth**, includes long-term proposed actions that cannot be reasonably undertaken after 15 years, but that would be ongoing from their eventual initiation.

For details and complete background information establishing the basis for these recommendations, refer to the individual team reports in this publication.

Phase One: Immediate & Ongoing Action

River Valley Team Recommendations

- Secure official state agency and local government recognition and support of this report.
- Secure official city and county designation of the French Broad Riverfront Planning Committee, Inc. as the commission that monitors the progress of this project.
- Institute a comprehensive stormwater management program within the urban project area.
- Institute a program that enhances and maintains the riverbanks and protects them from erosion.
- Evaluate buildings in the floodway for rehabilitation, if historically significant, or for removal.
- Protect the bluffs on western side of river, through tools such as zoning, to maintain an environmentally stable buffer between river and city and as opportunities for river vistas. Utilize exist-

ing West Asheville roads that lead to the bluffs as access to river overlooks.

- Designate an initial major focal element of the riverfront — the **Riverfront** district — between the Smith and Haywood Bridges. Identify this area as a project starting point through zoning, ordinances, graphics and signage, and increased community awareness. Continue communication with property owners in the area to publicize the goals of the project. This area will feature a concentration of restaurants, offices, retail stores, water sports suppliers, etc. and will be the “core” of the district.
- Develop a **Whitewater Course** in an existing ravine on the west side of the river near the Smith Bridge. Initiate acquisition of the property and begin solicitation of private development of the facility.
- Initiate development of bike paths through Riverfront area.
- Develop and adopt a coordinated set of design guidelines, for use in all project-related signs, promotion, etc.
- Designate gateways to the river through clean-up, landscaping, and identification at river crossings and access points.
- Identify greenway sections in the core Riverfront district through graphics and signage, and initiate land acquisition and easements in designated greenway areas.

Urban Linkages Team Recommendations

- Encourage City and County Planning Departments to develop long-range plans for land acquisition at designated major focal points and access corridors.
- Encourage local government to incorporate land use proposals of this document in the revision of zoning ordinances and maps.
- Develop proposed **Patton Spine**, a series of green spaces at major intersections that creates a boulevard along a “main artery of the City” from City-County Plaza and Pack Square to Pritchard Park and the proposed Gateway Center.
- Protect and improve Pritchard Park and reinforce green space quality; move bus hub, but maintain bus and trolley stops.
- Establish a **trolley system** to link major tourist attractions such as the Grove Park Inn and Biltmore Estate with the downtown core and the Riverfront district.
- Redevelop Grove Arcade for retail use and to become focal point of “Battery Park Square.”

- Identify proposed Gateway Center at the intersection of Clingman Ave., Patton Ave., and Haywood St. This Center will serve as the western end of the Patton Spine, the eastern gateway to the river, the western gateway to the downtown core, and the major connection to the Riverfront district.
- Identify proposed **Riverside Parkway** through graphics and signage. This parkway will meander through Riverfront district from Broadway to Amboy Rd.
- Provide parking at various points along the proposed Riverside Parkway, in the form of permanent paved facilities and grass lots.
- Sponsor a design competition for anchor site project.
- Identify the Chicken Hill area as a target neighborhood for revitalization.
- Pursue relocation of transit authority storage facility on Hilliard Ave.
- Identify proposed Emerald Necklace as a greenway and develop links through landscaping and signage.
- Identify north-south neighborhood connections to Riverfront district through signage and landscaping at Montford, UNCA, and Biltmore areas.



Regional Linkages Team Recommendations

- Establish a river clean-up program to ensure that the river bed and banks are kept clear of junk, debris, and litter.
- Improve river access signage to help guide residents and visitors to the various access points along the river, and update the 1982 guide map published by Land-of-Sky Regional Council.
- Identify the route of a proposed riverfront greenway, through graphics and signage. This greenway will be a larger regional extension of the Emerald Necklace and the Riverfront district's green spaces.
- Conduct an inventory of natural areas (wildlife habitats, geological outcroppings, unique botanical areas, etc.), archaeological sites, and historic sites to document what exists and what may need protective management.
- Conduct an archaeological survey of floodplain areas exposed by removed buildings.

Phase Two: Organization & Development

River Valley Team Recommendations

- Continue revising zoning ordinances and land-use controls to accommodate proposed uses and to protect mixed-use and environmentally sound areas.
- Institute flood control programs to ensure long-term economic viability of river corridor.
- Develop the proposed Riverside Parkway from Broadway to Amboy Road, meandering through the Riverfront district, to accommodate recreational and commercial traffic.
- Begin development of Riverfront core area through adaptive reuse of historic structures between Smith and Haywood Bridges.
- Designate northern anchor site near the old Riverside Park site (at Broadway and Riverside Drive) to serve as a magnet and as the northern gateway to the Riverfront development. A major recreational or entertainment facility, such as an amphitheater, will later be developed at this site.
- Begin developing southern gateway and anchor site at confluence of Swannanoa and French Broad Rivers, along with other park elements along Amboy Road to include outdoor camping, athletic fields, and a Railroad Museum in the old roundhouse.

Urban Linkages Team Recommendations

- Further develop proposed Emerald Necklace through creation and connection of larger park-like areas.
- Continue acquisition of properties needed to fully develop proposed Gateway Center and western end of Patton Spine.
- Develop vehicle, bicycle, and pedestrian connector between Gateway Center and Riverfront district, and create a green buffer between this connector and Chicken Hill neighborhood.
- Strengthen link between Riverfront district and West Asheville by suspending pedestrian walkways under the I-240 bridge and Haywood Bridge. Walkways will serve as spectator points from which to view the river and whitewater course, and as access points for fishermen.

Regional Linkages Team Recommendations

- Develop an interpretive exhibit of native plants, representing the internationally unique botanical diversity of the region.
- Begin developing a river-oriented greenway extending out from the Riverfront district into the surrounding region.
- Connect trails within the proposed Riverfront greenway system with adjacent trail systems such as the Mountains-to-Sea Trail and Blue Ridge Parkway trails.

Phase Three: Maintenance & Growth

River Valley Team Recommendations

- Gradually change land use from mixed commercial and industrial to a balanced mix of open space, commercial, light industrial, recreational, and residential land uses.
- Further develop Riverfront core area through compatible design of infill structures between the Smith and Haywood Bridges.
- Develop a major facility at northern anchor site/gateway near the site of the old Riverside Park at Broadway and Riverside Drive.
- Develop Depot Park at site of the old depot, to include a lagoon, athletic fields, parking, and complementary facilities.

Urban Linkages Team Recommendations

- Design and construct proposed Gateway Center at western end of Patton Spine.
- Develop a ***lagoon*** at Depot Park to provide a point of visitor respite, an opportunity for still water recreation such as remote-controlled boats, and to fulfill a possible stormwater management function.

Regional Linkages Team Recommendations

- Further develop the river-oriented greenway extending out from the Riverfront district into the surrounding region.
- Zone the river corridor to give priority to river-dependent land uses, such as water-based recreation and business.
- Relocate under-utilized rail facilities and other non-river-dependent uses.



The Riverfront Plan

Asheville, North Carolina

TEAM REPORTS

The River Valley

Linking the River Valley with the City

Linking the River Valley with the Region



Fig. 1: River Valley Greenway, Concept Development Plan

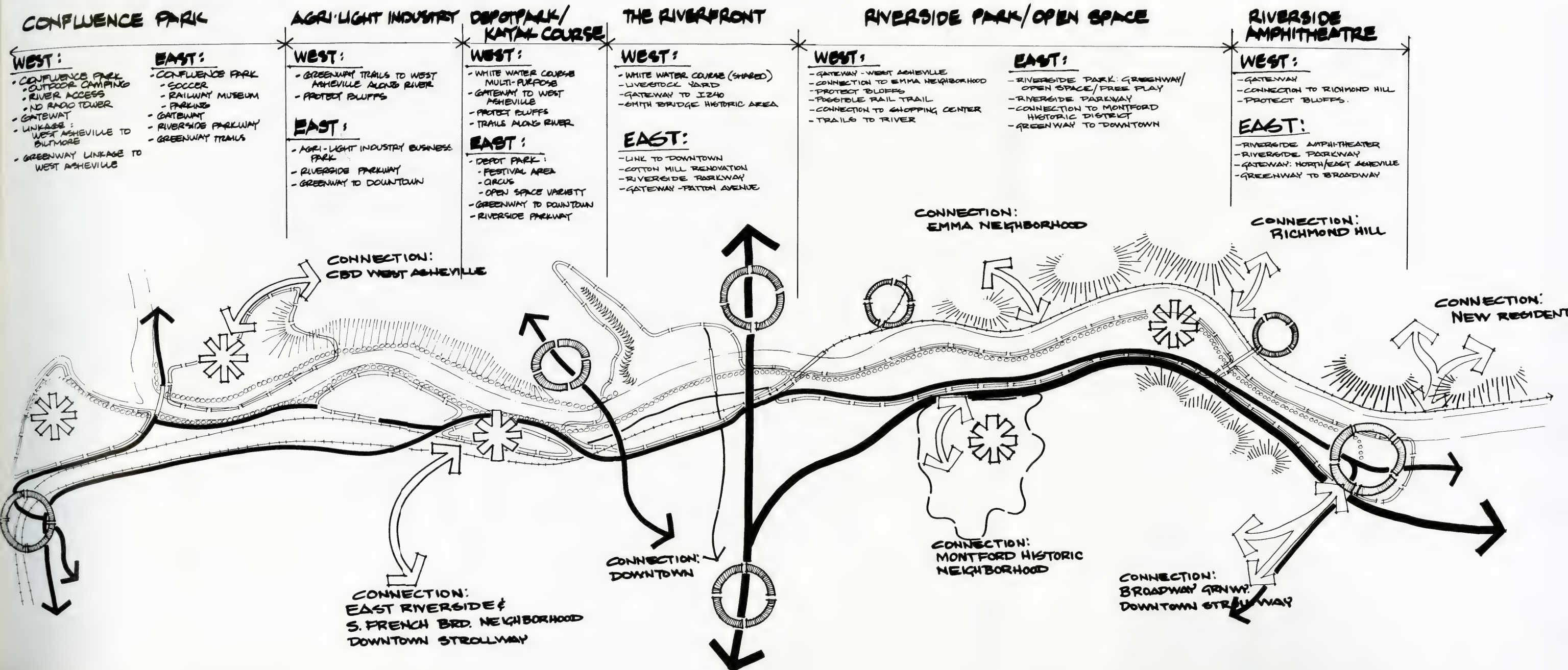
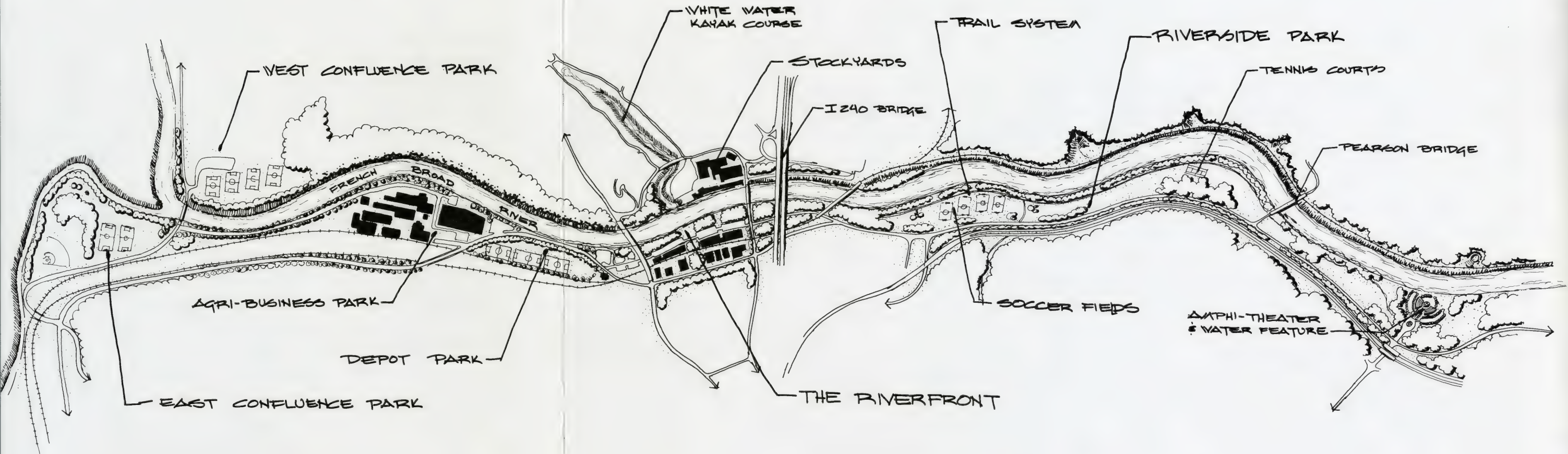


Fig. 2: River Valley Greenway, Proposed Land Use



River Valley Team: Stanley N. Williams, ASLA, Coordinator; Angelo Abbate, ASLA; Charles A. Flink, ASLA; Peter Y. Alberice, AIA; Robert Grasso, ASLA; Robert Ljungdahl; Luther E. Smith, ASLA, APA.

Goal

Create a development plan for the French Broad River Valley within the city limits of Asheville. The Riverfront Plan refers to the recommendations of the River Valley Team.

Objectives:

- (1) Explore conceptual alternatives based on both flood control and non-flood control measures for the river.
- (2) Define land uses, development patterns, and significant physical actions within the river valley.
- (3) Suggest uses for existing properties within the river valley.
- (4) Provide details of prototypical actions relative to recreational, commercial, industrial, and residential uses.
- (5) Create a program for the implementation of the proposals listed above. This program should contain the following elements: a) key development actions; b) a strategy for achieving these actions, c) economic resources and programs, and d) administrative resources.

The overall concept of this team's recommendations is to celebrate the historic land use of the river valley as a transportation corridor; to promote land use patterns within the river valley and along the bluffs and ridges of the river that balance the relationship between man and the natural environment; to reinforce existing compatible land uses within the valley; and to promote stewardship and provide recreation opportunities for the citizens of Asheville.

Historical Perspective

Historical evidence indicates that land within the river valley has always been developed in a utilitarian manner for industry and transportation, because the valley represented the only available flat land. The fact that the river valley is so narrow, and is surrounded by steep hillsides and mountain bluffs, made primary

land uses such as agriculture impractical. Additionally, due to the fact that the river is generally un-navigable, water-based transportation and associated land uses never developed. Thus the railroad system became the driving force behind the development of the French Broad River valley.

Most of the land uses which have developed within the valley floor have been centered around the service provided by the railroad system. Industrial uses, including manufacturing, warehouse storage and distribution, and transportation are predominant. Other land uses within the valley floor have included commercial, retail, office, and undefined open space. In the early part of the 20th century, the city worked to promote recreation as an important use of the river. This brief introduction to the recreation potential of the river was terminated by the flood of 1916.

The desirability of industrial use within the river corridor has been declining since the advent of improved vehicular transportation arteries. Today, land uses within the valley include an unorganized mix of industrial, commercial, office, institutional, and open space. Generally, these uses are incompatible with the environmental and ecological aspects of the river system.

Problems Identified

A major problem is the apparent general disregard for the river since the 1916 flood, which swept away many of the improvements and amenities enjoyed by the populace. The river is strewn with debris. Garbage is everywhere and many structures are poorly maintained. In addition, many buildings are located in the floodway and are in danger of being swept away in a major flood. Land uses are somewhat incompatible not only with each other, but with the environmental attributes the corridor offers. Additionally, regulations regarding land use appear to be loosely interpreted or enforced.

Access to the river is difficult, especially from the West Asheville and Montford neighborhoods. Points of entry have been lost or blocked. Links with other areas of Asheville are also not clear. The river is not visible from any of the major entry points into the city, or from the city into the river corridor.

The existing physical infrastructure, i.e. bridges, utilities, and railroad, has a strong negative impact on use and visitation of the river corridor. The existing visual quality of the built and natural environments of the area is very poor. Change and new development are occurring, but not actively being encouraged. Roadways are filled with potholes, parking is impaired, and pedestrian connections are non-existent.

Existing Potential

After an introduction to the river and definition of the problems, the team felt that the task of developing a viable plan for the French Broad River Valley would be a challenging task.

Through design and planning, regional and public awareness of the river could be increased and stronger linkages to the river corridor from neighborhoods and the central business district could be developed. Economic development could be encouraged, with physical facilities providing revenues through tourism and other user-generated sources.

Environmental conditions could be enhanced through an urban forestry management program, improved water quality, and protection of unique ecological zones. User contact with the river as a major social and recreational element could be increased. Linkages to regional and city recreation programs could be expanded by offering diverse recreational opportunities, including camping and environmental experiences generally associated with non-urban situations.

Current Patterns of Land Use

The French Broad River flows north as it passes through Asheville in a narrowly defined corridor. Steep bluffs overlook the river corridor and have historically impeded connections between the city and the river. Bluffs on the western side of the corridor are undisturbed areas with heavy forest concentrations. These bluffs should be protected to enhance a strong environmental image. Ridge areas running back from the bluffs are principally residential in character and have minimal physical connection to the river.

Access to the river is one of the most important land use considerations. Access can be achieved not only through physical linkage but through visual access points as well. Because several West Asheville roads already lead directly to the western bluffs, the opportunity exists to “punch through” the forested sections at several points and create overlooks that provide visual access to the river. Gateways have been designated in the Riverfront Development Plan as a way to signal entry into and exit out of the river corridor. Gateways are strategically located in areas where existing road crossings provide visual access to the river for the first time.

Proposed Land Use

The intent of The Riverfront Plan is to promote the concept of changing existing land use within the valley from mixed commercial/industrial to a balanced mix of open space and light commercial/industrial and recreation use.

Overall, the proposed plan recommends changes designed to achieve the following: a) encourage land use compatible with the river valley; b) provide the community with access to a land resource which exists in a limited supply; and c) promote land use within the valley, which will restore economic vitality, recreational potential, and green space to a portion of the City of Asheville.

The primary destination point for users of the valley will be the proposed **Riverfront** core area. This area will include renovated and rehabilitated historic buildings, a pedestrian system providing direct contact with the water, and an opportunity to view and experience a major portion of the valley greenway.

The major element that will tie the river valley together is the proposed **Riverside Parkway**, paralleling the French Broad River from Broadway to Amboy Road. The Parkway would meander throughout the corridor — at times hugging the river banks and at other times being routed along the eastern perimeter of the valley floor, away from the river's edge, yet providing a visual connection to the river.

Flood Considerations. An analysis of the economic growth patterns in the corridor indicate that concern about flooding was the major factor for a lack of investment and maintenance of the built environment. The concept that flood control would encourage economic investment was weighed against the team's concern for the regional impact of a major flood control program, and a belief that the most environmentally sound solution would be to allow natural flooding processes to occur. The team concluded that flood control is possible if a strong watershed management program, including erosion control and runoff control programs, is enacted throughout the entire river basin.

Our conclusion is that flood control, as a management program, is necessary to encourage investment by financial institutions and to ensure the long-term economic viability of the river corridor.

Existing Buildings. Structures within the river corridor vary in character, appearance, and structural integrity, ranging from being in violation of building codes to being historically significant and in good repair. All buildings within the floodway zone should be evaluated and managed as follows:

- as a general rule, buildings that are inside the floodway zone should be removed as soon as economically possible;
- non-historic buildings that are in violation of the building code should be removed or upgraded to meet code requirements if they are located within development zones;
- buildings that are potentially historically significant should be evaluated, and if not significant, should be removed;
- buildings that are shown to be historically significant should be fully evaluated for adaptive reuse and rehabilitation to functions which are less affected by flooding.

Buildings within the flood fringe areas should also be evaluated, and if possible, guided through a rehabilitation process to uses which can respond to the impact of flooding. The zoning ordinance, which addresses conditions for appropriate uses and locations, should be strictly followed, including evaluation of requests for variances. Zoning ordinances can be amended to recognize uses based on flooding impact.

New construction. New construction allowed within the river corridor should respond to the floodplain constraints, the architectural and visual character of the neighboring building, open spaces, and the directions outlined in this plan. "Infill" construction should be encouraged, but a first priority should be renovation/rehabilitation or adaptive reuse of existing structures.

Riverbank restoration. The river's edge is in immediate need of rehabilitation and stabilization, for reasons ranging from recreation of river wildlife habitat and damaged riverbank vegetation to protection of the public health, safety, and welfare. As public use is encouraged through expanded development, and as the riverfront upgrading changes the area into a shopping, recreation, and family activity area, improving the visual and environmental quality of the river's edge will become even more important. Rehabilitation should also include improvements to the river corridor storm drainage systems, including stormwater management techniques, restoration of the actual river banks where erosion has taken place, and acknowledgement of the impacts of the new design and construction of wildlife access routes along the banks.

Linkages

Early in its history, Asheville was oriented to the river, with linkages to the neighborhoods to ease the travel between the two by both foot and vehicle. Those early linkages have been diluted through the years by changes in the community, its finances, and its environment. The community has now come to the point that re-establishment of those linkages is critical if the river is to be an integral part of the community.

Roadways. Roads within the river corridor currently carry traffic ranging from private cars on family outings to heavy trucks carrying industrial loads. As the river park concept is implemented, roads and routes that service vehicles must take to their destinations must evolve to meet the needs of the commercial and recreation orientation of the riverfront. Service areas and truck routes which help to separate service needs from those of the river visitors looking for a recreation experience should be planned to minimize overlaps and conflicts. In several instances, opportunities exist to combine trucking and railroad requirements in con-

trolled areas, placing access and delivery spaces outside the visible public spaces. In addition, new road alignments that enable new views of the river and creation of new open spaces should be undertaken as part of the Riverside Parkway.

Changes in the road network should be coordinated with the changing needs of the railroad community. As railroad sidings are phased out and as changing shipping needs and techniques impact management decisions, roads can be built and trails constructed where train tracks were formerly located. Every opportunity to coordinate these needs should be taken.

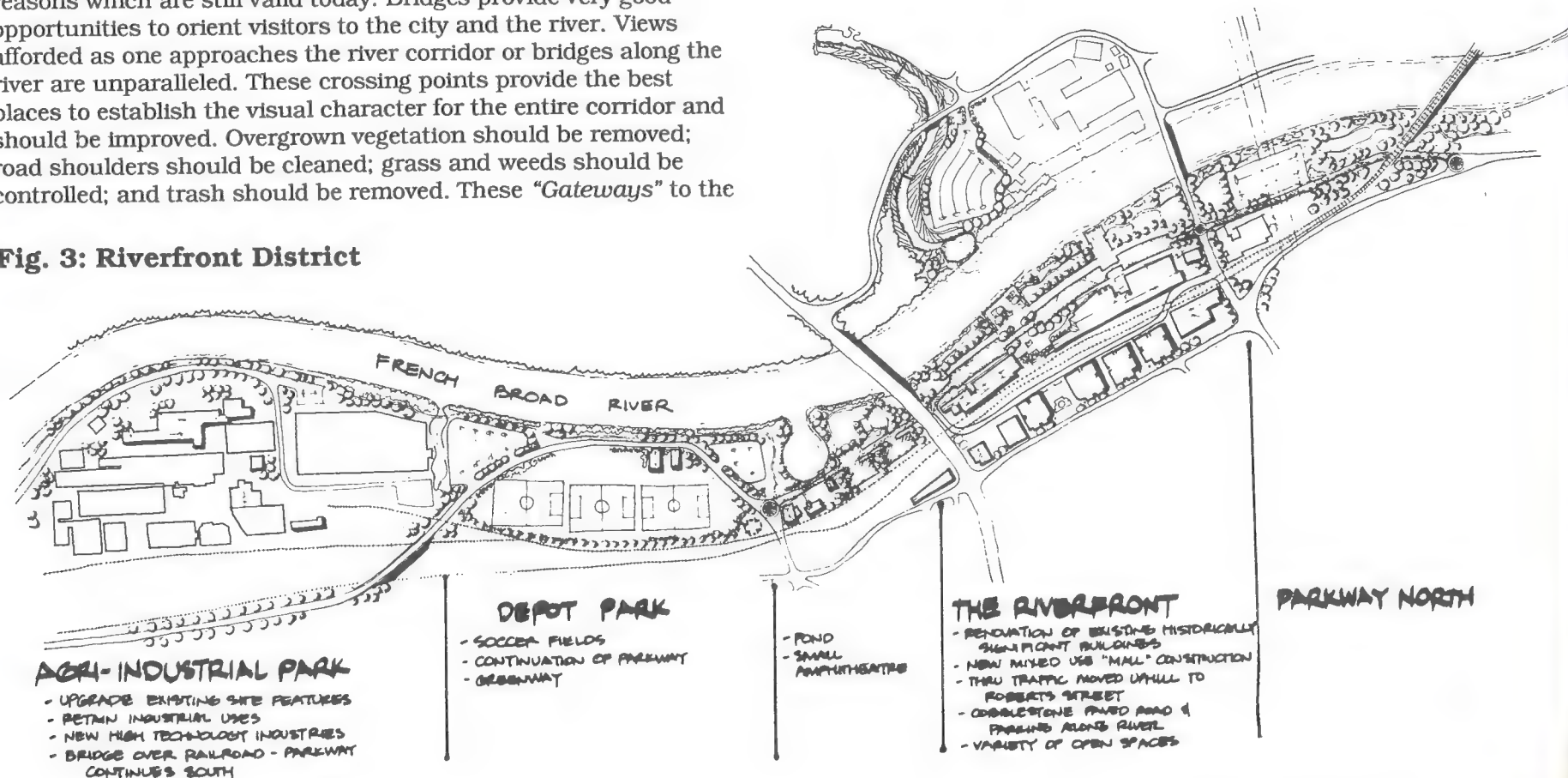
River Crossings. Existing river crossings were chosen long ago for reasons which are still valid today. Bridges provide very good opportunities to orient visitors to the city and the river. Views afforded as one approaches the river corridor or bridges along the river are unparalleled. These crossing points provide the best places to establish the visual character for the entire corridor and should be improved. Overgrown vegetation should be removed; road shoulders should be cleaned; grass and weeds should be controlled; and trash should be removed. These "Gateways" to the

river should be designed to provide vistas of the river and clue the visitor into the character being formed along the riverside.

The bluffs on both sides of the river are major physical land elements which frame views of the river. The bluffs are on the west side of the river and are, as stated earlier, heavily forested. Scattered residences and occasional institutional uses have served to protect the wooded slopes. The western bluffs particularly should be protected from development and encroachment of land-disturbing activities which will change their forested character.

Such a preservation and enhancement program should be extended to the linkage valleys as well. These mostly vegetated water

Fig. 3: Riverfront District



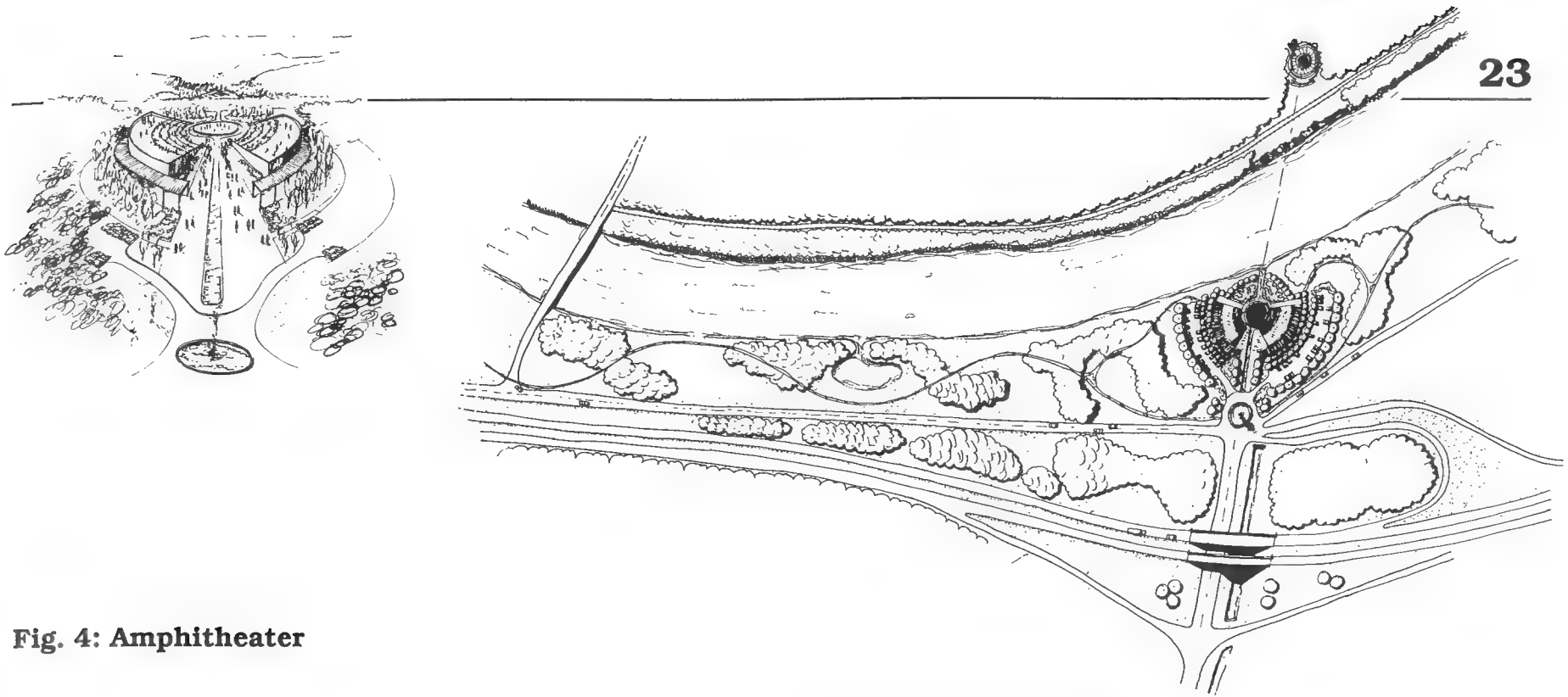


Fig. 4: Amphitheater

carriers provide some of the last remaining physical links between the neighborhoods along the river corridor and the actual river. These linkages should be developed to provide pedestrian access to the river wherever feasible.

Neighborhood Linkages. Where neighborhood and downtown linkages connect to the river corridor, activity nodes are created. These points can function as specific interest areas — places where defined activities can take place that might not be appropriate along the linkage routes. Activities can vary — a passive park in one node and an active public plaza in another. To be most responsive to the surrounding communities, each node should be unique, reflective of the character of the neighborhood, with its own characteristics and activities, making it a destination point both approaching and leaving the river or traveling along its length.

Riverfront Development

At a central location, a major focal element is used to create a node that highlights the urban area relationship to the river. This node, or **Riverfront** district, should provide a key focus for initial development, one which will encourage development and initiate projects based on its own momentum. The most logical location, with regard to topography, visibility, and access, for this initial focus node is the area of historic buildings between the Smith and Haywood bridges.

Several elements must be brought together in order to create a major focus area. The first action is an analysis of all types of structures within the area to determine their relationship to the river floodway zone. As discussed earlier, obstructions to the floodway should be removed, with the possible exception of historic structures. In addition, adaptation of existing structures within the flood fringe should be encouraged to allow compatible uses and protection of the historical architectural resources. Land use concepts (zoning) that relate the intensity of allowed uses to

flood elevations should be developed and implemented. Access between the building use areas and the recreational areas and open spaces should be developed, and solutions should relate to the horizontal and vertical constraints of the river corridor.

As overall visual and physical improvements to the buildings and open spaces are implemented, the impact of existing power lines and other public infrastructure systems are going to become more noticeable. These impacts on the visual quality of the river corridor need to be reduced. Several techniques are feasible, including updating of the systems themselves, placing overhead utilities underground, and careful placement of above-ground equipment and facilities in areas of low visibility. Such updates can significantly reduce the pedestrian-vehicular conflicts that can occur when roads running parallel to features such as rivers must be crossed by pedestrians, as long as the road improvements coincide with the underground/above-ground improvements. When handled

properly, this coordinated approach can significantly increase and encourage pedestrian access to the river.

Riverfront Design Elements

Key elements along the Riverfront include high visibility public spaces designed to re-introduce the user to the aesthetic, cultural, historical, and environmental characteristics of the river corridor.

Anchor Sites. Anchor parks or nodes at key locations on the river will provide areas for pedestrian contact with the river and offer a focal point of activity tied to a specific community program. One such focal point could be an amphitheater center, suitable for musical, theatrical, and community presentations. Such a facility could also serve as a terminus to Broadway and as an introductory element to the river when approaching the city on US 19-23 from the north.

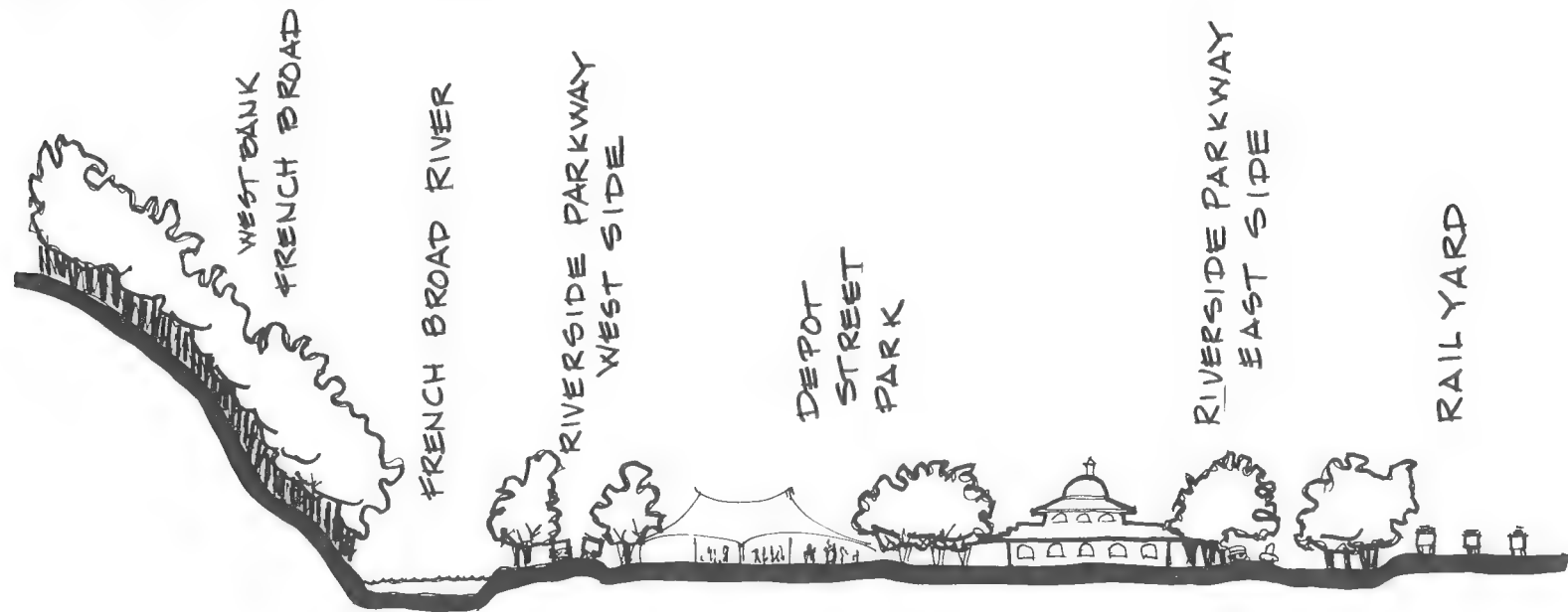


Fig. 5: Depot Street Park

Fig. 6: The Riverfront

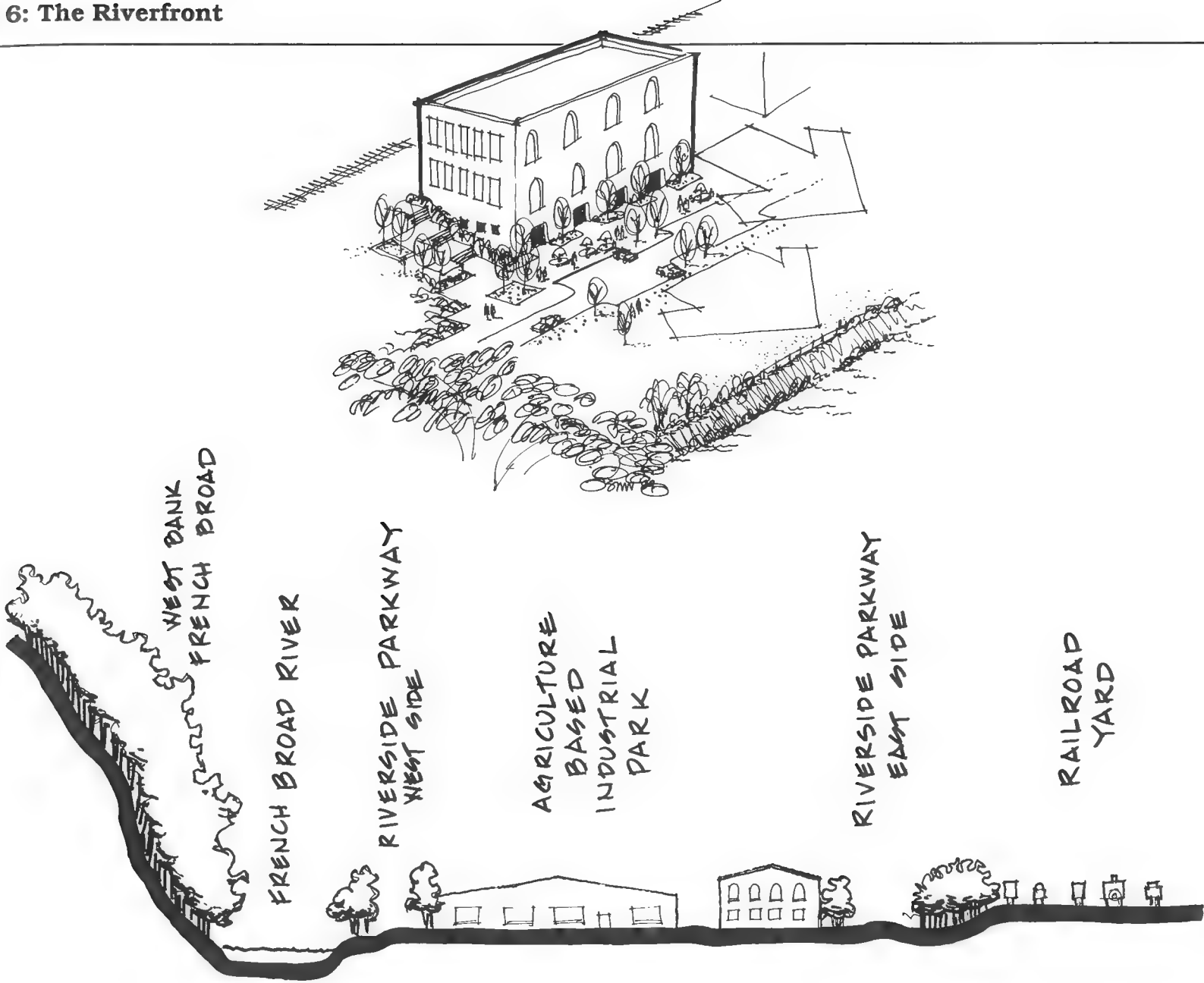


Fig. 7: Agri-Light Industry



Gateways. Entrances, or "gateways" to the river valley occur at roads leading from neighborhoods and downtown areas. Gateway areas establish an identity for entry into the river valley, and as such, are designed to provide visual access to the river and orient the visitor to the character and quality of the river experience.

Whitewater Course. The whitewater facility would be designed and constructed to Olympic standards. It would be constructed primarily of reinforced concrete and natural rock. Rocks would be adjustable, so as to change the challenge of the course. The course can be night-lighted for increased usage. Water would be pumped from the river, discharged into the race, and then returned to the river. The result is no water loss. Additionally, the quality of water would be considerably improved as a result of increased aeration.

Such a facility would create a broad cross-section of appeal, from children to adults. Whitewater teams could be formed for all ages and supported through local sponsorship, private and corporate.

Among the whitewater opportunities created by this facility are:

1. Two-person rafting: beginner to intermediate levels.
2. Canoeing: beginner, intermediate, and advanced levels.
3. Kayaking: beginner, intermediate, and advanced levels.
4. Other Competitive Events: local, regional, national, and Olympic events that can attract television and other media coverage.

The facility can be operated as a concession and can include private commercial features, such as whitewater sports outfitting, equipment rental and sales, service and repair, instruction, supervision (lifeguard, first aid), viewing area, associated outdoor sports opportunities, restaurant, etc.

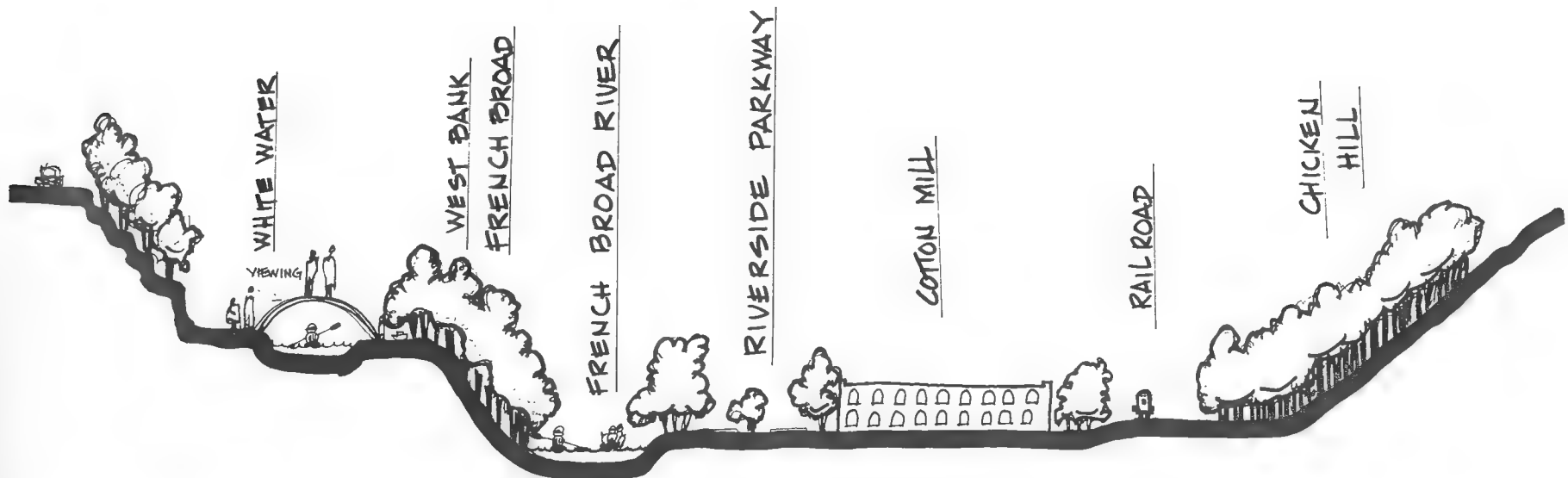


Fig. 10: White Water Course

Implementation

Development recommendations expressed in the report must be assessed and prioritized by the community to establish an effective implementation program. Many recommendations require minimal expense, while some will require a substantial investment in time and resources.

Physical development is generally the easiest task to accomplish and is often initiated by the public sector as a catalyst for private sector involvement. Organizational structuring is often more difficult to initiate, requiring concerted effort and commitment from all facets of the community. Both areas of the development process require not only time, but a commitment by the community to reassess attitudes and historical responses to change.



Common strategies often employed to accomplish the implementation of major community projects are :

Financial Opportunities

- matching grants
- municipal bonding:
 - public or quasi-public funding
 - general obligation and redevelopment bonds
- loan pools
 - public and private sector pools
- public works projects
 - reservation of funds for specific projects
- tax incentive financing
 - tax credits or deferred payments
- tax increment financing
 - underwrite development financing with long-term taxes
- private foundation grants
 - cultural arts & humanities funding

Organization Opportunities

- zoning/land use controls:
 - multiple use or floodway protection
 - public/private development corporations
 - organizations to relocate businesses or attract new businesses
 - organizations to encourage and coordinate neighborhood involvement

Physical Opportunities

- Identify and develop a target project to serve as focus for initiation of the commitment to implementation.
- Program infrastructure changes into existing public works programs.
- Work with utility and service companies to upgrade or relocate facilities.
- Initiate community-sponsored cleanup programs and gateway landscaping programs.



*Fishing along the French Broad
River is especially popular at
Hornity Creek River Park.*



Linking the River Valley with the City

31

Urban Linkages Team: Edwin F. Harris, FAIA, Coordinator; Elizabeth Padjen, AIA; Dennis Stallings, AIA; B. Conway Dameron, AIA; Jane Gianvito, AIA; Al Kopf, ASLA.

Goal

Create a plan for linking the proposed Riverfront Plan to the City of Asheville.

Objectives

- (1) Prepare a plan for facilitating access to the Riverfront.
- (2) Make proposals for the development of lands adjacent to the French Broad River within the city limits.
- (3) Identify and generate specific physical development actions concerning buildings, streets, and urban areas.
- (4) Create a program for the implementation of the proposals listed above. This program should contain the following elements: a) key development actions; b) a strategy for achieving these actions, consistent with The Riverfront Plan; c) economic resources and programs; and d) administrative resources.

The City of Asheville is a community rich in many resources: a spectacular setting, fine architectural heritage, fascinating history, and an involved and committed citizenry willing to invest in the city's future. Local interest in re-establishing its connections to the riverfront is motivated at least in part by its residents' concerns for the natural environment as well as a desire to participate in outdoor recreation and leisure activities. This will result in immediate benefits to local residents, but it will also ensure the future competitiveness and economic viability of the city itself.

Problems Identified

Despite the richness of the urban environment, certain weaknesses are immediately apparent. These not only affect the vitality of the downtown business core, but also prevent the city from

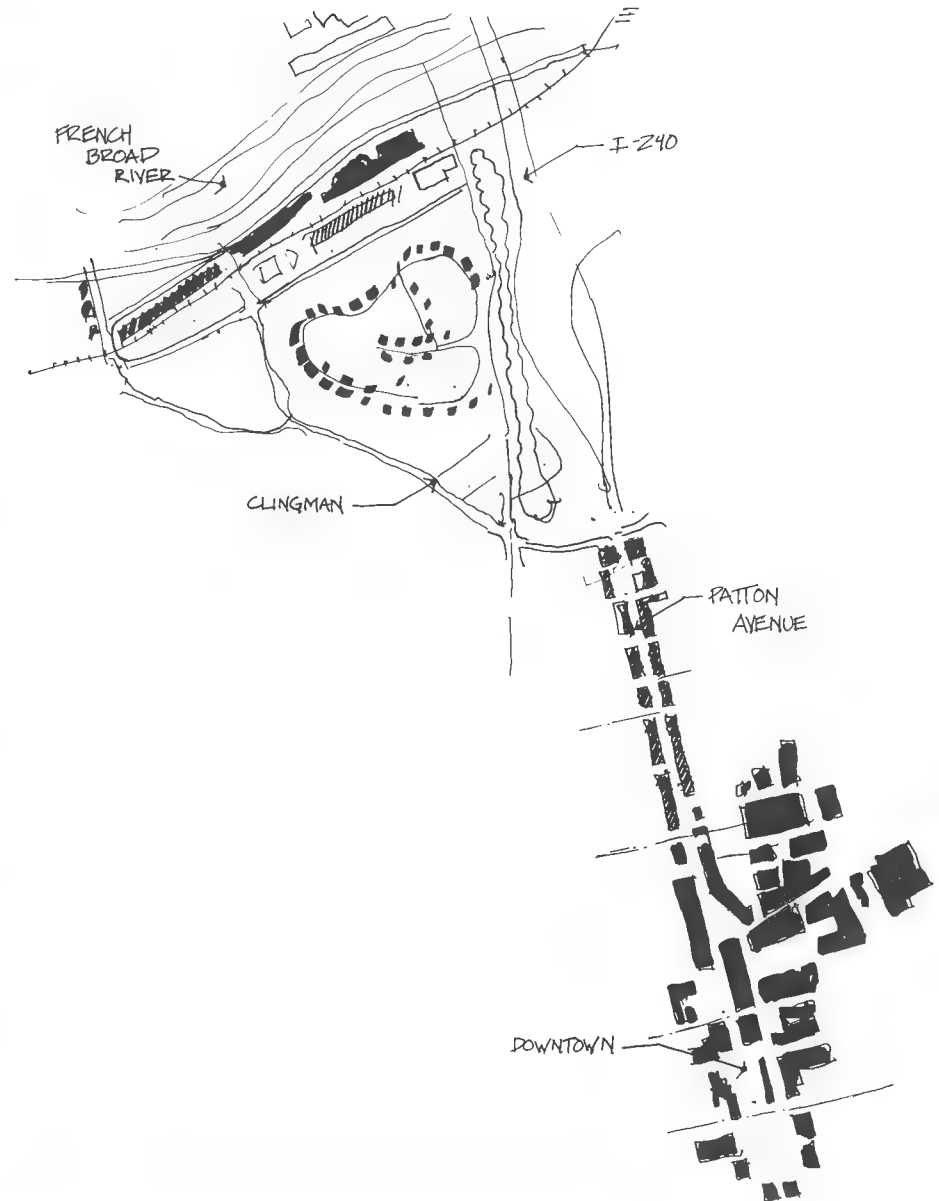


Fig. 1: Early Analysis of Downtown Core

deriving maximum benefits from the existing tourism industry. These weaknesses are:

- Lack of orientation for newcomers to the city.
- Lack of connection between major tourist centers and the downtown core.
- Lack of *greenscape* — green spaces and landscaping in the urban area.
- Lack of connection between downtown landmarks and retail centers, and a failure to produce a coherent image of the downtown area.
- Lack of density in key urban areas.

Many of these problems can be addressed through the establishment of a comprehensive linkage plan. Such a plan should be developed around the simple concept that Asheville be a “Green City.” The extraordinary richness of native plant species as well as an ideal growing climate should be utilized to create a new image for the city. Liberal use of rhododendrons, azaleas, magnolia and dogwood trees can give the city a special identity that is rooted in the natural character and beauty of the region. Most important, the proposed linkage plan will give the city a framework for future growth and development.

Proposed Linkage Plan

Downtown Core

A pedestrian linkage system should be developed within the central business district using a consistent palette of streetscape materials and treatments; consistent graphic systems, including city maps at key locations; development of key retail nodes; and designated infill to define and give density to sensitive pedestrian areas. Specific recommendations include:

Grove Arcade. Redevelopment of the Grove Arcade to accommodate retail uses and corresponding redevelopment of the surrounding streetscape. Design work would include re-glazing the brick infill panels at the sidewalk level to give liveliness to the streetscape. The adjacent streets and buildings, which might collectively be called “Battery Park Square,” would be a special node within the city, marked by the beacon-like presence of the

Battery Park Apartments. Infill structures will be required to define the spatial character of the Square.

Civic Center. A more defined connection of the Civic Center to the central core, especially by reinforcing the adjacency of the Haywood Park project.

Pritchard Park. Protection of the scale and character of the Park; removal of the current bus terminal function (although a bus stop should be maintained). Pritchard Park can serve as the heart of the retail district as well as a significant orientation point for visitors. The Park is the proposed terminus for the new trolley routes (*see below*), as well as the urban centerpiece of the proposed Emerald Necklace (*see below*).

Wall Street. Redevelopment of Wall Street to recognize its significance as a major link between the proposed Battery Park Square area and the Patton Avenue corridor, accomplished not only along its street length, but also through the existing exterior/interior stair system. Attention should be given to the current vulnerability of the area. Proposed redevelopment includes: restoration of on-street parking at one side; study for reversal of the current one-way direction (to reinforce connection to Haywood Park and vehicular link to Patton Avenue); dense landscaping treatment.

Emerald Necklace

The proposed Emerald Necklace concept recommends an extension of the proposed riverfront greenway into the neighborhood and urban fabric of the city. A continuous route, it includes:

The North Strand. A greenway connection beginning at the Broadway intersection with Riverside Drive near UNCA and extending along Broadway, past the Botanical Gardens to Glenn's Creek, through the Montford Historic District (Flint Street), over I-240 to Haywood Street, culminating at Pritchard Park.

The South Strand. A greenway connection beginning at the proposed riverfront district, connecting to Livingston Street Park, to an existing greenway along Nasty Branch, to Coxe Avenue, to Patton Avenue and Pritchard Park.

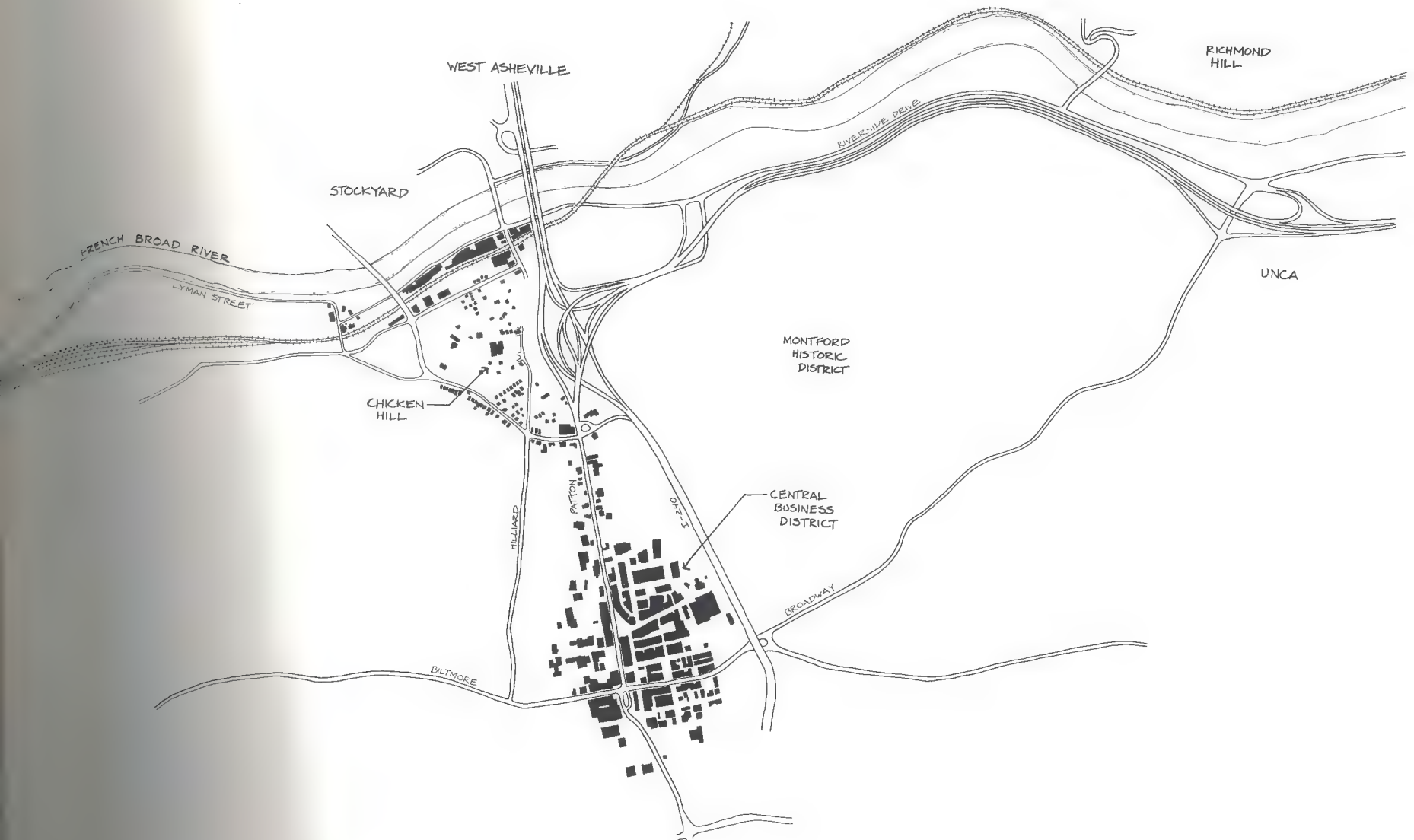
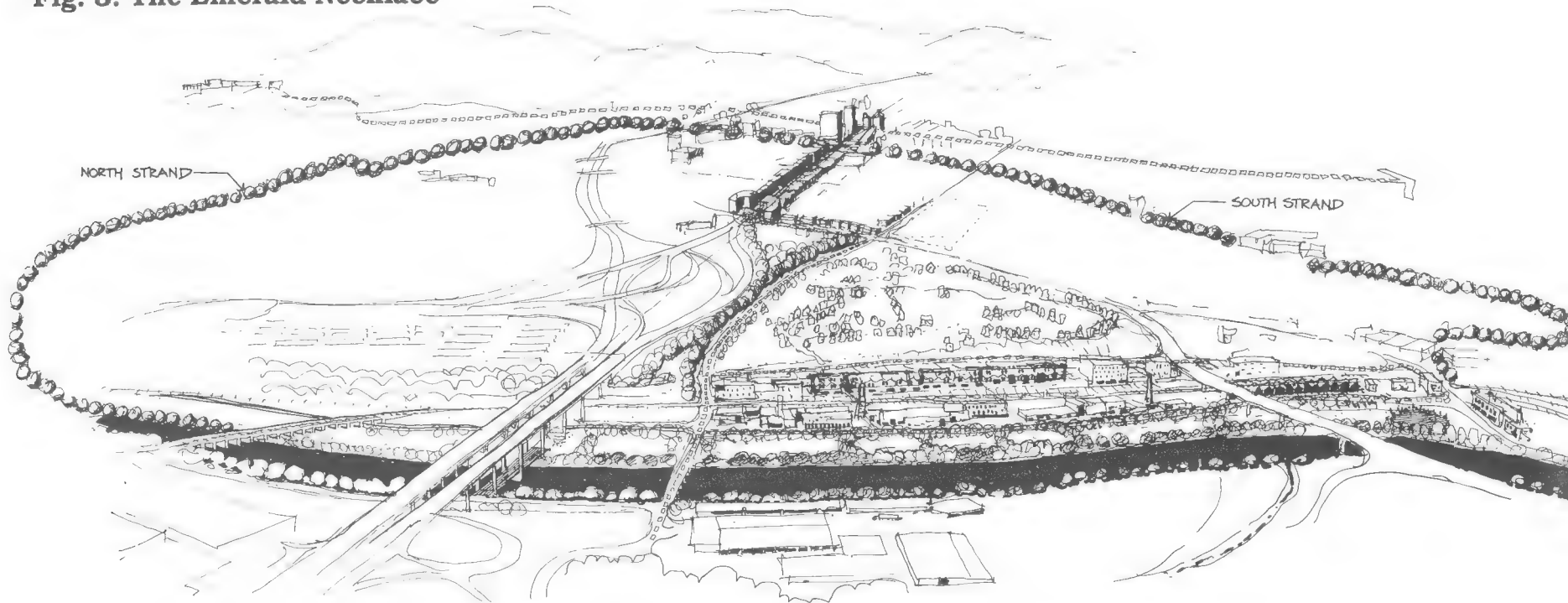


Fig. 2: Existing Urban Relationships

Fig. 3: The Emerald Necklace



North Branch. A neighborhood greenway from the Montford Community Center to Riverside Cemetery, with a possible future connection under US-19/23 directly to the riverway.

South Branch. A neighborhood greenway from Lyman Street, adjacent to the riverfront, up the hillside past Asheville Junior High School, to Charles Street, ending at Aston Park.

It should be noted that the Emerald Necklace will necessarily change in character along its length from a natural landscape along existing greenways and streamways to a more urban character in some of the neighborhoods and in the core area. The Emerald Necklace plan can be used to provide a framework for future redevelopment and improvements along Coxe Avenue, including small-scale expansion of the central business district (CBD).

Patton Spine

Patton Avenue is seen as the primary linkage through the CBD, as well as the designated corridor for future growth and expansion of the CBD. The Spine can be characterized as:

- a central artery and lifeline of the city.
- a framework for growth.
- a link of the urban core to the neighborhoods of West Asheville.
- a green boulevard.
- a line of orientation for visitors.

Conceptually, Patton Avenue would be developed as a strong, landscaped green boulevard connecting a series of green *nodes*, or well landscaped public open spaces. These green nodes serve three purposes:

- create pedestrian orientation points.
- establish the new "Green City" character.
- direct growth along the designated corridor by encouraging investment at key sites.

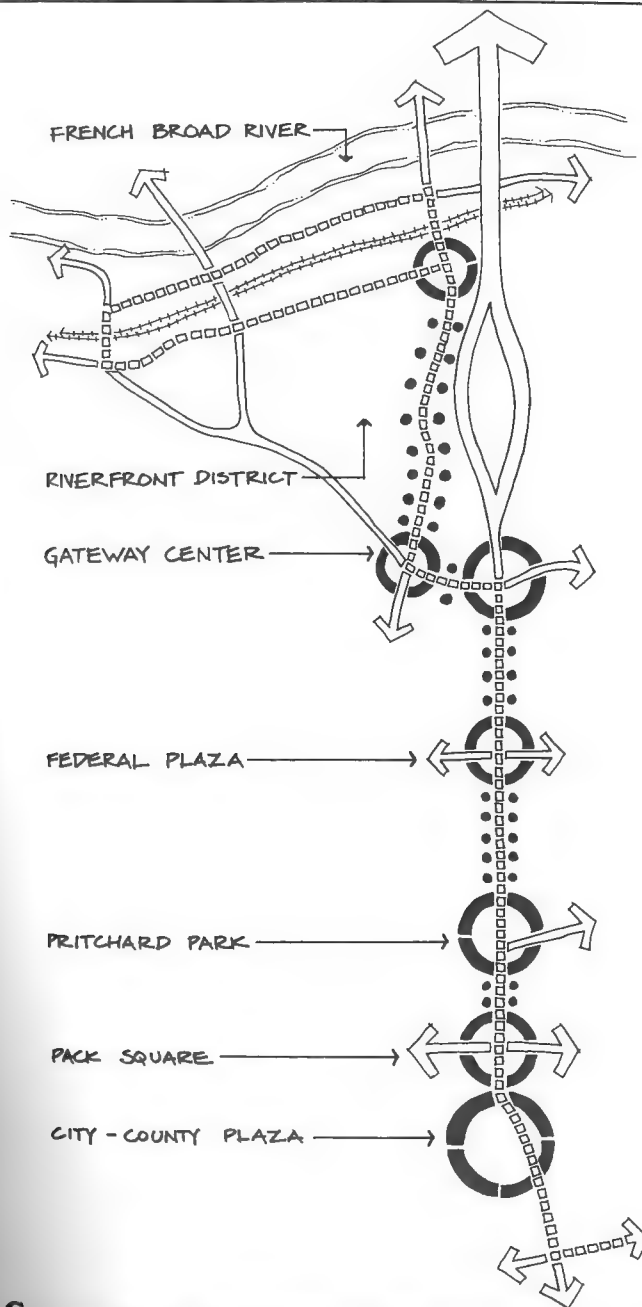


Fig. 4: Conceptual Drawing of Patton Avenue Spine

Significant nodes along the Patton Spine would include:

City-County Plaza, a major public space, somewhat formal in character, that would establish a formal entrance to the major government buildings that in themselves are strong landmarks anchoring this end of the city core. The existing plaza should be redeveloped, not only to strengthen its image and the spatial quality of this area, but also to emphasize the "Green City" concept.

Pack Square, already a natural link to City-County Plaza, should be further developed in response to its new role as a cultural center. The character of Pack Square can, and perhaps should, be different from City-County Plaza, in response to heavier pedestrian traffic and the special architectural character of the surrounding buildings. The Square's Vance Monument serves as a major focal point and destination point along the Patton Spine.

Pritchard Park. Discussed elsewhere, this will be a significant orientation point along the Spine, serving as a central collection point for the core district pedestrian network, the Emerald Necklace, and the proposed trolley system. The existing informal character of this space could be continued, assuming modifications related to the relocation of the bus terminal, and the possible addition of a pavilion structure and visitors information center relating to the trolley function.

Federal Plaza. This new open space would be developed at the intersection of South French Broad Avenue, adjacent to the old Post Office. With the proposed reuse of the Grove Arcade, federal office functions would be relocated to this site, which would establish the westerly edge of the core district for the short term. The establishment of a public green space at this location also responds to important pedestrian linkages within the city: the connection to the residential districts along South French Broad, and the closure of the Wall Street-Battery Park Square pedestrian system.

Gateway Center. This public space would be located at the intersection of Clingman Ave., Patton Ave., and Haywood St. near the I-240 ramp system and bridge. Gateway Center represents the ultimate "build-out" of the Patton Spine and is a future project, although short-term inexpensive landscape treatments and signage could be used to acknowledge the importance of this location. This intersection, like Federal Plaza, occurs at a major access to residential districts and also serves as the primary entry to the proposed riverfront district. The ultimate development of Gateway Center would include two major buildings that would serve as long-distance landmarks designating the entrance to the city; these buildings are equal to the City and County Buildings as markers for the ends of the Patton Spine linkage system. At the ground level, Gateway Center would include significant landscaping, establishing again the Green City image. The Gateway Center development would not be the last project for the downtown area, but one that would be developed as an anchor to encourage infill and additional investment in the westerly end of the Patton Spine.

Gateway Extension to Riverfront District. This green connector between Gateway Center and the Riverfront district will serve as a major auto, bike, and pedestrian route. It connects Gateway Center with a landscaped node at the intersection of Clingman and Hilliard Avenues, and with the greenway extension that begins at the intersection of Roberts St. and Hilliard Ave. and then leads down to the riverfront.

Trolley

A central aspect of the proposed linkage system is the establishment of a new trolley system. Developed as a supplement to the existing public transit bus system, the trolley would be an over-the-road non-rail vehicle, primarily in service to the tourist industry, but also a point-to-point system available to Asheville residents and of special benefit to the elderly.

The trolley system would solve one of the persistent problems in the Asheville tourist industry: how to draw visitors to the Grove Park Inn and the Biltmore Estate into the city center. The proposed system is very simple and consists of three routes: Grove

Park Inn to Pritchard Park; Pritchard Park to the Riverfront; and Pritchard Park to Biltmore. The Biltmore extension presupposes an internal visitors' trolley within the Biltmore Estate, which should be encouraged as a mutual benefit to the city and the Estate.

With an established timetable (e.g., departures every half hour), the system provides a very simple way for visitors to understand the city and provides direct access to major tourist areas for visitors without cars.

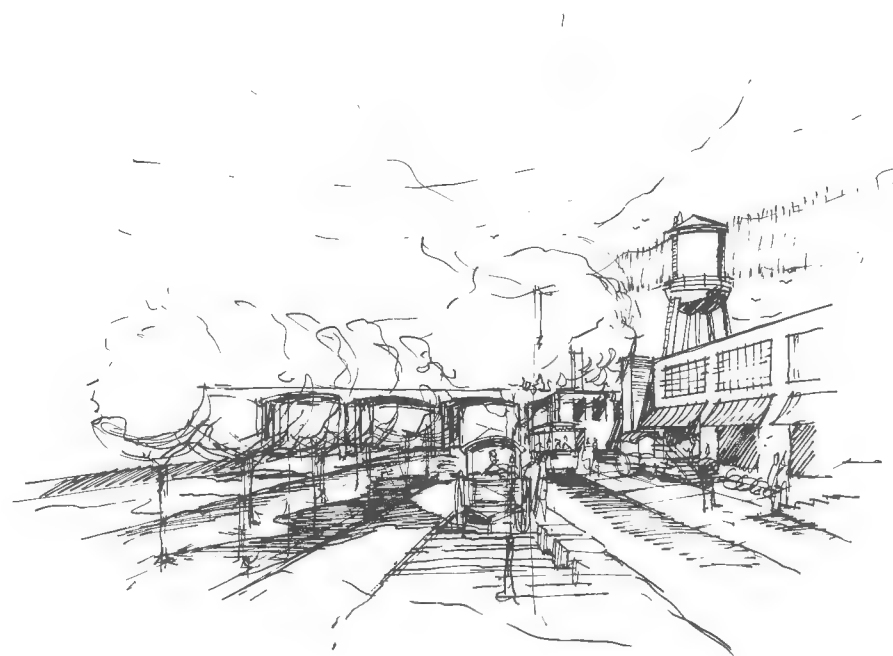


Fig. 5: Trolley at Riverside Parkway

Vehicular Systems

With the exception of some minor intersection realignments related to the development of the riverfront district, the proposal maintains and reinforces existing roadways. Existing historic routes such as Haywood Road to Riverside Drive and West Asheville connections have served as a planning framework for the development of the Riverfront.

The Riverfront District

Central to the concept of linkage of the City of Asheville to the French Broad River is the redevelopment of the existing industrial riverside uses into a new urban **Riverfront** district. Conceived as an area that can complement the city core, the Riverfront would be an informal arts and entertainment district featuring restaurants, retail activity, pubs, galleries, jazz and blues clubs, and, as a secondary use, some professional office space.

District Boundaries. The boundaries of the Riverfront district are the Knoxville line railroad (north of the I-240 bridge) and the existing brick structure at the intersection of Lyman Avenue and Riverside Drive. Each boundary establishes a physical closure to the district. Existing buildings between Riverside Drive and Roberts Street would establish the architectural character of the district and would be redeveloped and augmented with appropriate infill structures. The existing residential uses on Chicken Hill would remain (*see below*).

The physical organization of the district is largely dependent upon the restrictions of the floodway and flood fringe areas. With no buildings between the water's edge and Riverside Drive (the approximate edge of the floodway), the district would allow the continuation of the proposed Riverside Parkway. The natural habitat must continue at the river edge in order to accommodate

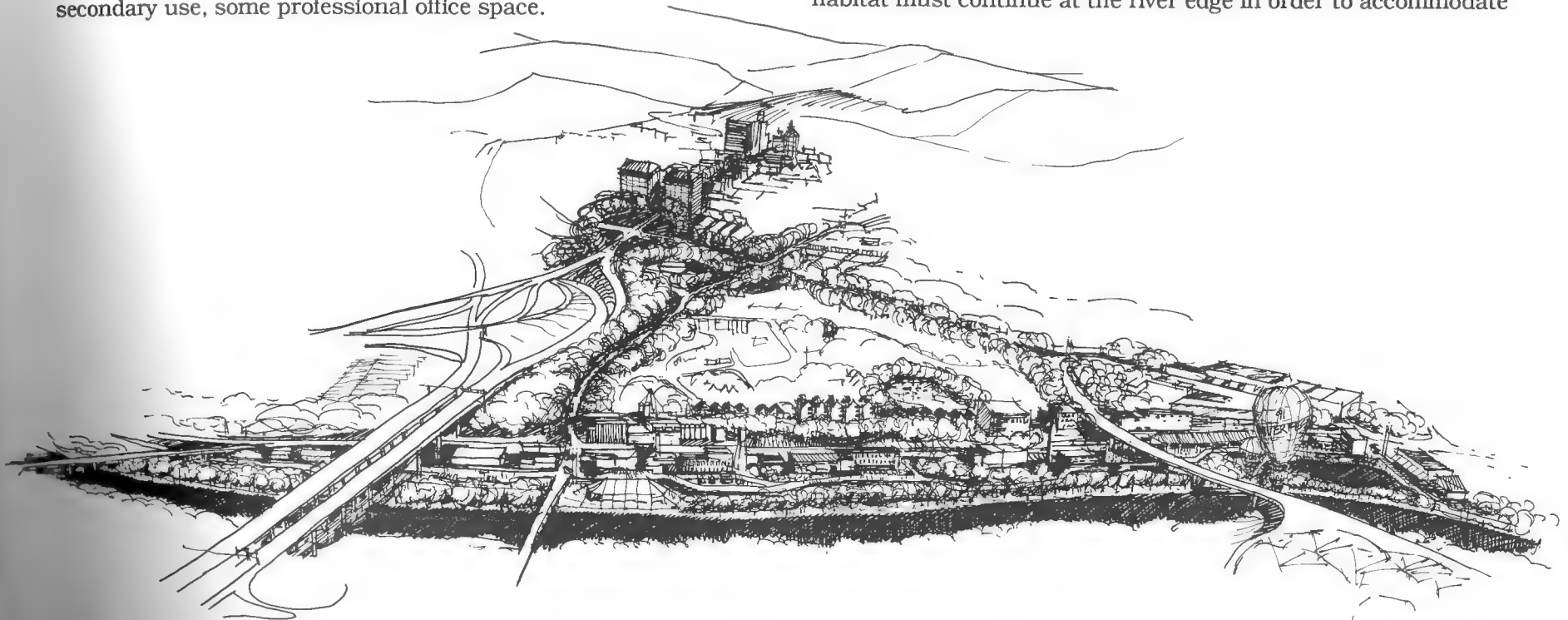
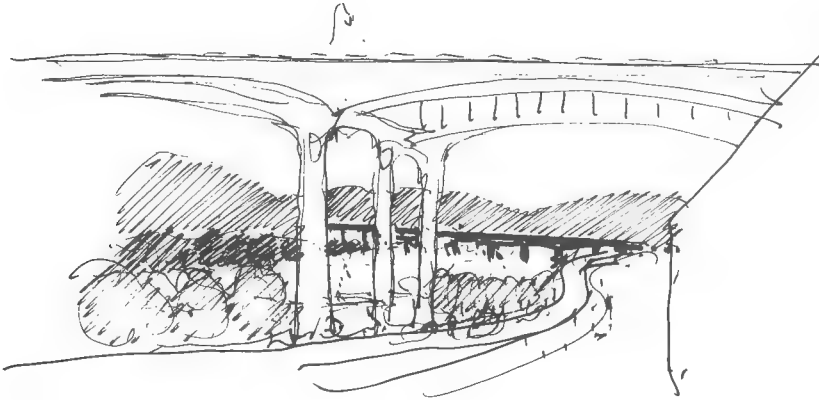


Fig. 6: Overview of the Riverfront District



With no buildings between the water's edge and Riverside Drive..., the district would allow the continuation of the proposed Riverside Parkway.

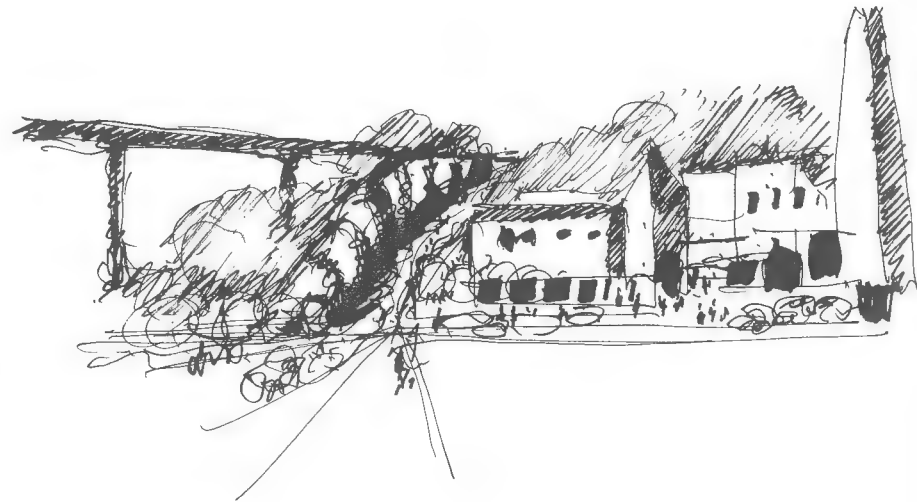
wildlife migration, but the remaining greenway within the Riverfront district should change in treatment to reflect the urban character of the district. Hard treatments such as paved plazas and decks are not recommended. Instead, landscape plant materials and placement can suggest the change in character while maintaining the ecological and aesthetic benefits of the greenway.

Access Points. Primary access to the area would be from Gateway Center (Clingman-Patton intersection) to Hilliard Street, connecting to Haywood Street by means of the reconstruction of the abandoned Haywood Street right-of-way. The primary entry point to the Riverfront would then be the Chesterfield Mill, with views out along the Smith Bridge to the West Asheville riverside. Additional access would occur along Riverside Drive, with long-range district growth developing along Roberts Street.

Riverside Drive is of vital importance to the life and sustenance of the district. An active pedestrian street, it must also recognize the importance of direct vehicular access and the welcome activity that

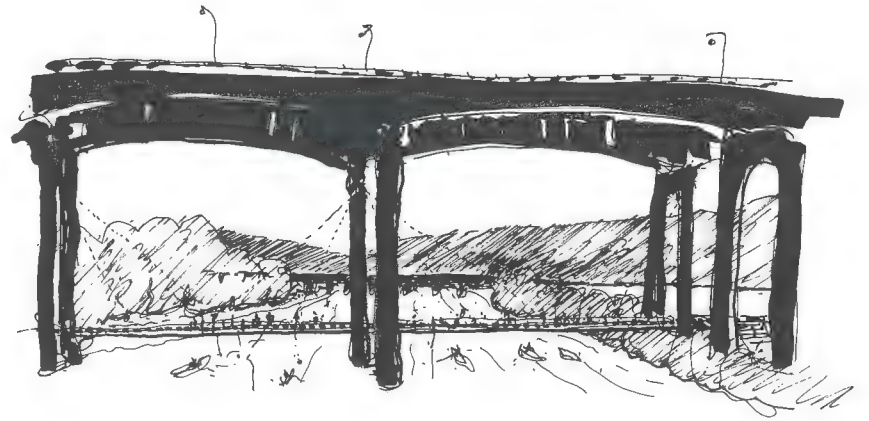
it contributes to the area. The Riverfront District is primarily an end destination, but it can also benefit from the passive participation of those driving by en route to other destinations.

Riverfront Offerings. The Riverfront district will serve the needs of residents and visitors by offering a range of restaurant, club, and entertainment choices. By day, it will also be frequented by families who will visit the area in conjunction with other riverside recreational opportunities. Canoeists, hikers, and bicyclists will use the Riverfront district as both a destination and an intermediate stop. The future development of the Whitewater Course on the west bank will also contribute substantially to the district. Within walking distance of the course, the district will be accessible to spectators and boaters in search of specialty retail and supply shops as well as entertainment.

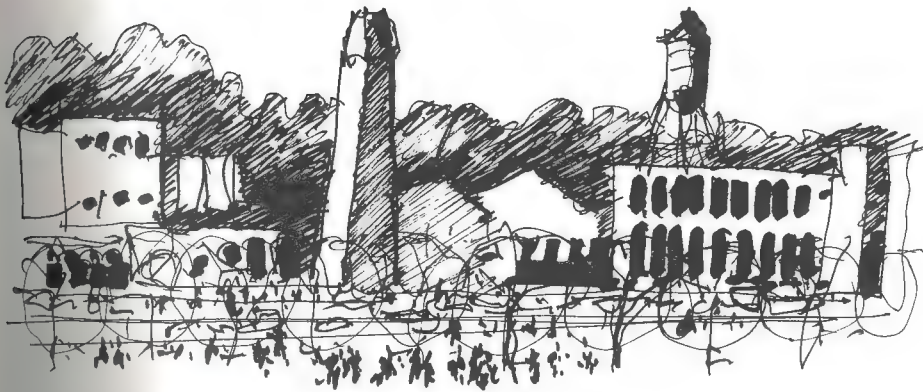


The primary entry point to the Riverfront would be near the present Chesterfield Mill, with views out along the Smith Bridge to the West Asheville riverside.

West Asheville Connections. Linkages to West Asheville can be strengthened in this district, both through established roadways and through pedestrian connections. The Smith Bridge can be used by residents and visitors walking from the Riverfront to the Whitewater Course. In addition, a new pedestrian bridge is proposed, to be built under the I-240 bridge. Suspended under the dramatic structure of the existing bridge, the new pedestrian bridge provides direct access to the existing west bank greenway, which becomes very rural in character as it leads north. The relatively low pedestrian bridge offers spectacular views of the river, as well as the opportunity for fishing and tranquil respite. With the future development of the Whitewater Course, an additional suspended bridge could be provided under the Haywood Bridge to accommodate the larger volume of pedestrian traffic moving between the Course and the Riverfront.



The relatively low pedestrian bridge offers spectacular views of the river, as well as the opportunity for fishing and tranquil respite.



The Lagoon. The southerly edge of the riverfront near Lyman Street offers another opportunity that will strengthen the function of the entire district. The proposal recommends the construction of a lagoon — a shallow, contained, pond-like area fed from the river but isolated from its currents. The lagoon could offer special family recreation, such as a remote-controlled model sailboat concession. The lagoon will provide a focal point for adjacent restaurants, which could provide outdoor cafe service at the lagoon's edge. A new structure at the east edge adjacent to the railroad could provide upper level restaurant views across the lagoon, with a lower level open dining area (maintaining an open structure in the flood area). Just as the greenway changes character as it runs through the urban Riverfront district, so does the waterway change character with the provision of an urban water form such as the lagoon. Moreover, the lagoon offers wonderful opportunities for framed and reflected views across the riverfront.

The Riverfront District will serve the needs of residents and visitors by offering a range of restaurant, club, and entertainment choices.

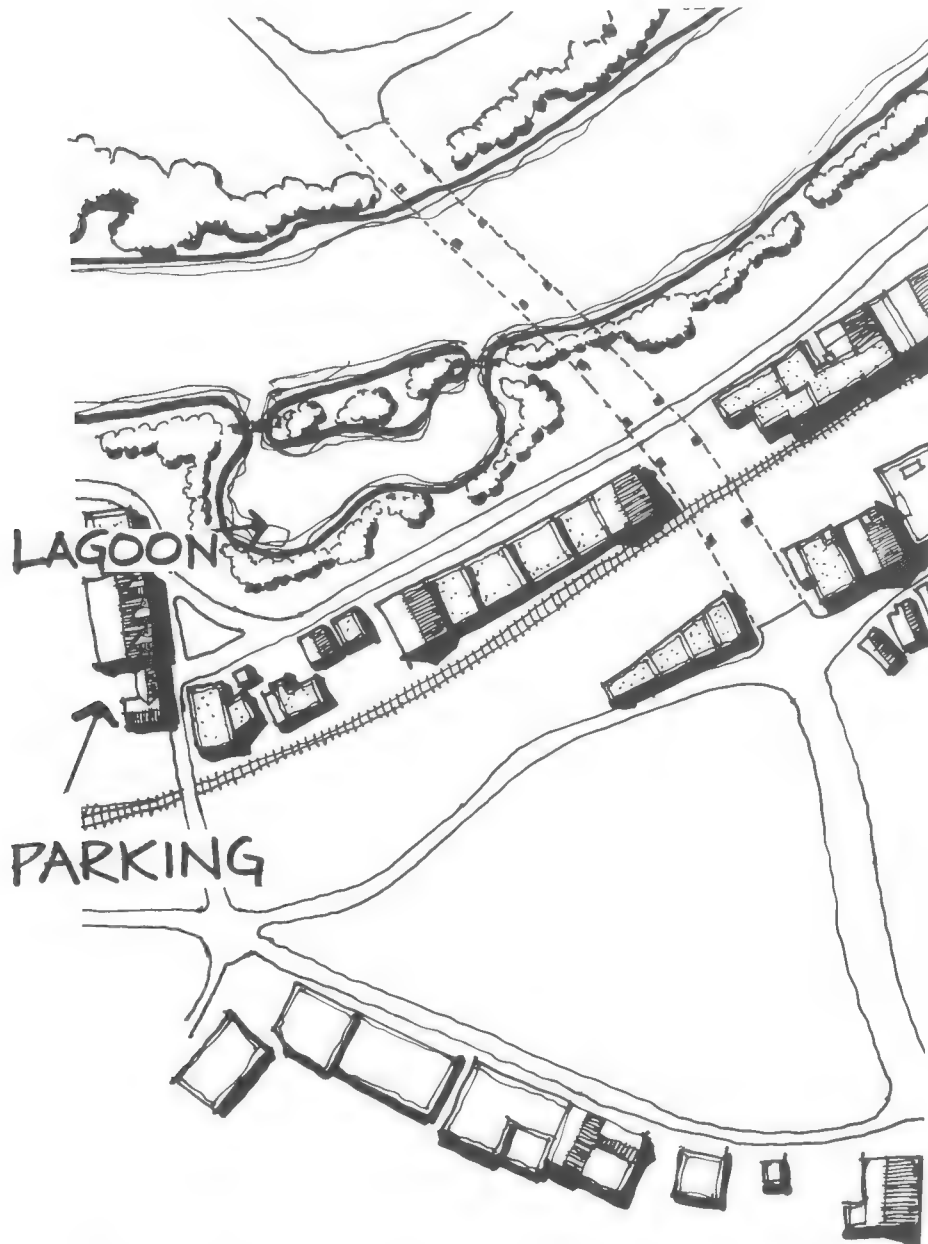


Fig. 7: The Lagoon within the Riverfront District

Parking. Parking for the district would be accommodated in two methods. In addition to on-street parking, the area due south of the Riverfront district, near Lyman could have an ultimate capacity of approximately 1200 cars. Initially, a smaller grassed parking area would be provided adjacent to the district, with the remaining area used as playing fields. Even as parking needs expand, some “shared occupancy” can be provided by means of geo-engineering techniques that provide grass sod covered fields that can successfully withstand intermittent parking.

Other parking for major events such as Riverfest and whitewater competitions, all most likely to occur on weekends, can be provided in existing parking areas in the downtown area and in other riverway locations, with expanded trolley service providing direct connections to the Riverfront.

Chicken Hill. The development of the Riverfront district can also have a positive impact on another significant section of the city: Chicken Hill, the residential neighborhood perched on the hillsides behind the old Cotton Mill. With the success of the Riverfront, the location of Chicken Hill can become highly desirable, leading to the improvement of the existing housing stock through natural market forces, as well as the City’s Target Neighborhood Program, which can provide assistance to current residents. The city can further support the improvement of this area by the relocation of the transit facility, currently located at the top of the hill, and by the development of a neighborhood plan that will establish locations for additional infill housing.

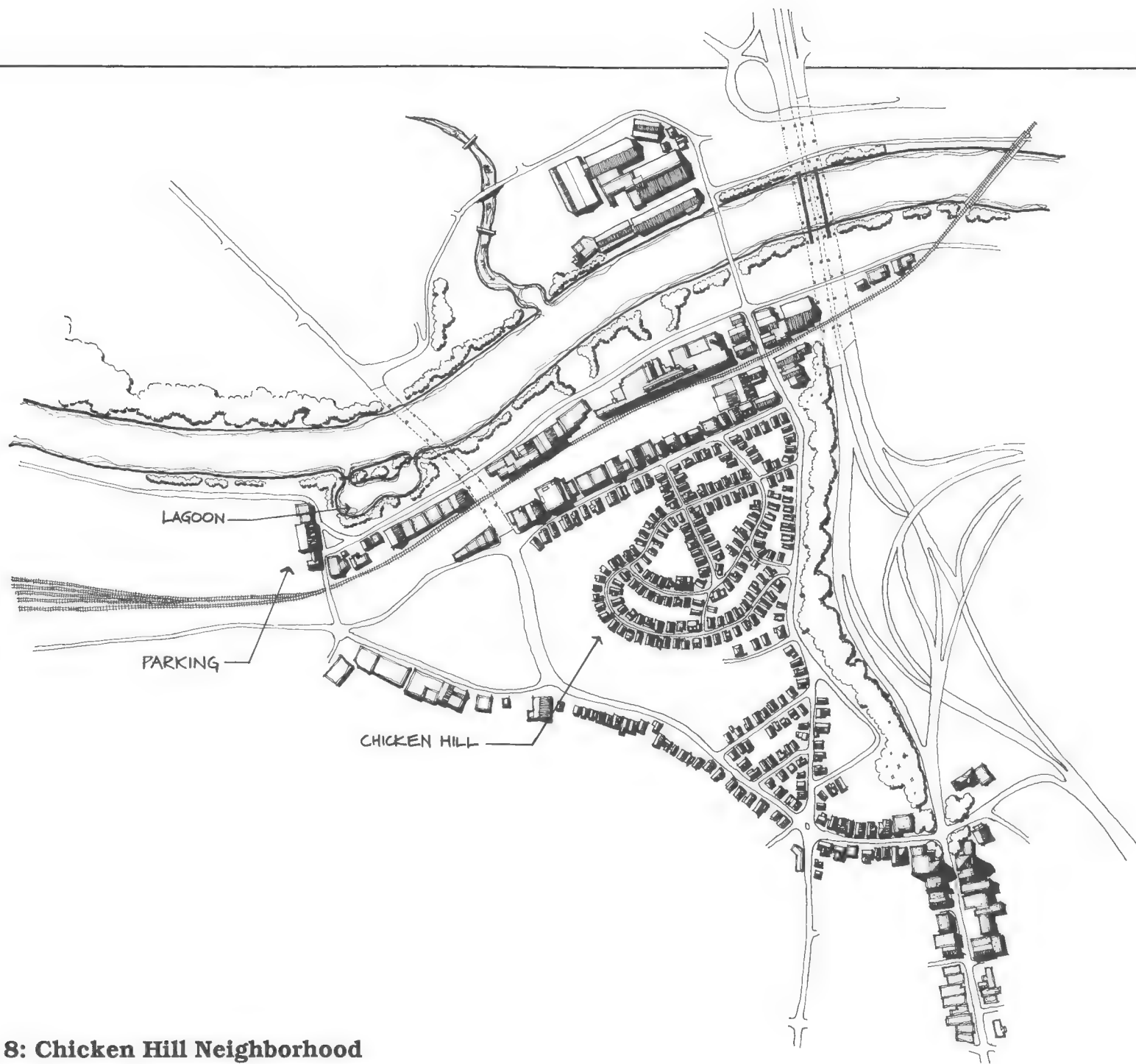


Fig. 8: Chicken Hill Neighborhood

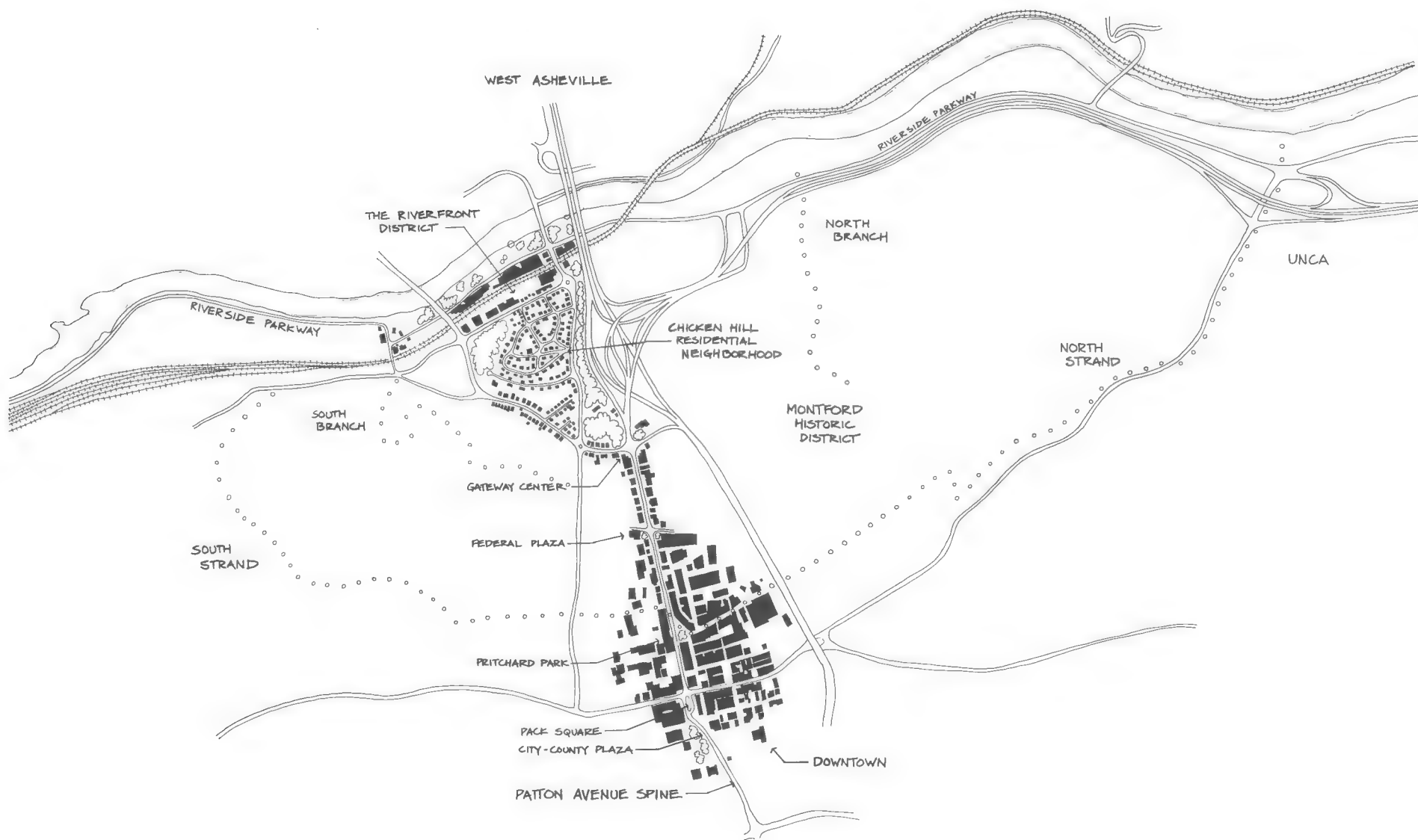


Fig. 9: Proposed Urban Relationships

Recommendations

Continue the planning effort.

- develop a riverfront plan through comprehensive studies supplemented by a competition.
- develop a plan for the Patton Spine.
- develop a core district plan.
- develop a detailed phased implementation plan.
- establish planning methodology that includes all vested interests — City, County, Business Community, Special Interest Groups, Neighborhoods.

Establish linkage systems.

- create a trolley plan and begin implementation of an operational authority.
- implement the Emerald Necklace through neighborhood plans and zoning revisions as necessary.
- implement the greening of the Patton Spine.

Develop design and development controls.

- establish stricter policing of building and zoning code compliance; reduce frequency of variances, particularly for non-conforming uses.
- establish design guidelines and design review mechanism in key areas.
- foster the development of neighborhood-based Citizens Advisory Committees for planning input and policing of compliance.

Implement key development projects.

- begin studies for acquisition and private redevelopment of Grove Arcade.
- begin studies and implementation of Federal Plaza open space and adjacent development.
- acquire and “land bank” Gateway Center site for future development (acquisition and control by Asheville Housing Authority functioning as redevelopment agency).
- begin acquisition of development rights and/or real estate that will form the Riverfront Greenway as well as the key parcels defining the north and south boundaries of the district.
- begin studies for the redevelopment of two key parcels: Chesterfield Mill and Cotton Mill (private sector).

Develop funding strategy.

- establish central coordinating office.
- develop funding plan coordinated with implementation plan.
- begin dialogue with and identification of all potential funding sources (actual direct financing, in-kind services, development rights, or access agreements), such as Land & Water Conservation Fund; Housing Authority (Target Neighborhood Program); Community Block Grants; Carolina Power and Light; Norfolk and Southern Railroad; Appalachian Regional Commission (infrastructure); TVA (services, professional support, capital); banks (creative small business lending, lending pools); self-help credit unions; State and Federal incubator funding; Natural Resources Community Development (Civil Works, State Parks); Federal Greenways program; special legislative grants.



Linking the River Valley with the Region

45

Regional Linkages Team: Ray Green, AICP, Coordinator; David Godschalk, AICP; Keith Hay, Conservation Fund; Carol Alberice, Planner, City of Asheville; Julia Cogburn, AICP, Planning Director, City of Asheville; James Coman, Planner, Buncombe County.

Goal

Create a regional development plan consistent with the recommendations of The Riverfront Plan.

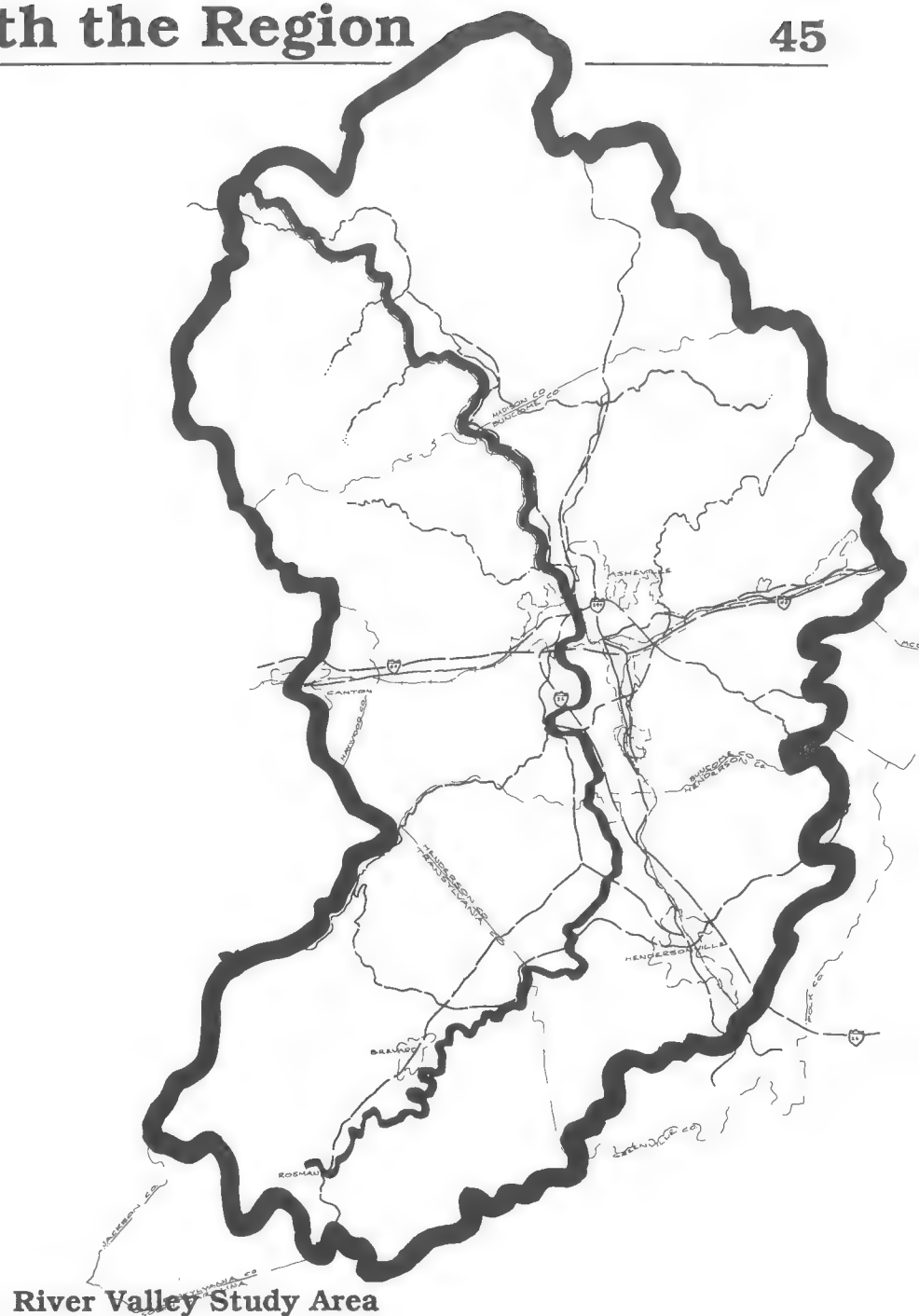
Objectives

- (1) Prepare a plan covering the following: natural systems, principally water resources and plant and animal ecosystems; and manmade systems, principally transportation, utilities, and major land uses.
- (2) Create a program for the implementation of the proposals listed above. This program should contain the following elements: a) key development actions; b) a strategy for achieving these actions, consistent with The Riverfront Plan; c) economic resources and programs; and d) administrative resources.

The French Broad River, named the *agigua* by the Cherokee Indians who roamed its banks and fished its waters, is truly a classic example of an Appalachian Mountain river. It meanders through cool highland valleys where a healthy climate and abundant flora and fauna have been sought for quality living for at least 10,000 years.

The North Carolina portion of the basin covers 1664 square miles. A very compact area, it measures about 70 miles from north to south and 25 miles from east to west. From its origin near Rosman in the south, the river flows north some 117 river miles before it crosses into Tennessee 5 miles northwest of Hot Springs, NC.

Visual Character. In rural areas the French Broad appears natural and informal, surrounded by forests and farmlands. Passing through the Biltmore Estate, it takes on a landscaped look. Within





Water Resources Showing Water and Sewer Service Areas and Watersheds Shaded along with Stream Classifications

Asheville, the river corridor is over-topped by numerous bridges and bounded by an urban industrial landscape in many areas. Even in the industrial areas, the river edge typically has a green band of trees and shrubs that shields the urban landscape from the view of those on the river. Steep bluffs also constitute a river edge along many portions of the west side of the river.

Water Resources

Water Quality. Point source discharges (sewage and industrial effluent) empty directly into the river from manufacturing plants, sewage treatment plants, and similar pollution-generating facilities that pipe effluent into the river or its tributaries. There are some 90 regional point source discharges.

Nonpoint sources (agriculture, construction, and transportation) send pollutants such as sediment, oil, heavy metals, chemical pesticides, fertilizers, and others into the river by way of overland flow. The major upstream nonpoint sources are farmlands. Other sources include roads, bridges, parking areas, and similar paved surfaces.

Water quality is rated by the State as WS III (Water Supply) at the headwaters from Rosman to American Thread, from Mud Creek to I-26, and from Hot Springs to the State border. It is rated as Class C (suitable for fishing) from American Thread to Mud Creek, and from I-26 to Hot Springs. Due to problems of sediment from land-disturbing activities and bacteria from human and animal wastes, the River is rated in the "good to fair" category in Buncombe County and is not recommended for swimming.

Water Flow. Flooding results from peak flows generated by intense rainstorms which cause the river to rise above its normal banks. These floods restrict possibilities for riverfront development in the floodplain. The largest recent flood on the French Broad River took place in July, 1916, washing away buildings and four main bridges, and killing six people in Asheville. Other large floods occurred in 1928, 1940, and 1977.

Low flow conditions, occurring during droughts, restrict river boating to canoes, rafts, and kayaks with shallow draft. Low flow,

combined with a rocky river bottom, prevents use of propeller-driven boats.

Regional Growth Projections

Population of the four counties of Region B (Buncombe, Henderson, Transylvania, Madison) is projected to grow to 338,774 by the year 2010, a 30% increase from 259,758 in 1980. The 2010 population will reflect a growing number of older people, with the largest segment of the population being 65 and over. This replaces the 5 to 19 year age bracket that was the largest in 1980. Buncombe County, the largest in the region, is projected to have a population of 202,543 in 2010.

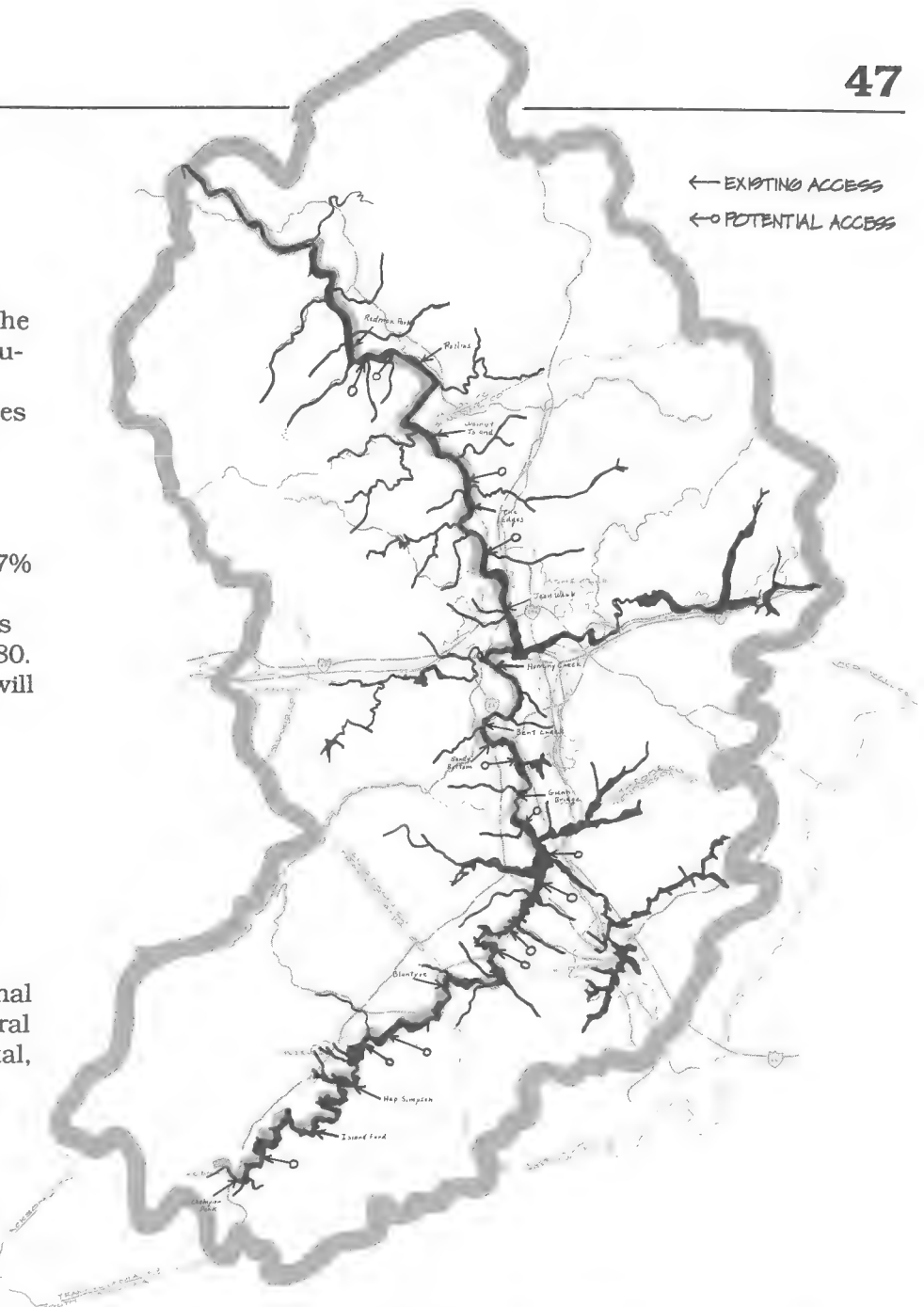
Employment in the region in 2010 is projected at 156,280, up 37% from 1980. The largest employment sector will be the "Other" category, including construction, real estate, and insurance. This will replace "Manufacturing," which was the largest sector in 1980. "Services" will be the fastest growing sector. Buncombe County will dominate regional employment, with 66% of the total.

Natural Systems

The river's watershed embodies a diversity of ecosystems that embrace extensive plant and animal life. These lineal habitat systems and their indigenous natural communities, geological formations, and human settlements constitute an extraordinary example of a "greenway."

The French Broad easily qualifies as a unique greenway of national significance. *Greenways* are linked open spaces that follow natural land and water corridors and embrace recreational, environmental, cultural, and historical amenities. They connect the urban and rural landscapes and provide people with access to open spaces and outdoor recreation opportunities close to home. They build partnerships between private enterprise, landowners, and local government, and encourage community pride and integration.

The Floodplain. The river's floodplains and sparkling mountain tributaries constitute the backbone of the greenway system. It is bisected by another huge greenway, the Pisgah National Forest Ridge, which is broken by the Asheville Valley and resumes in a



Floodplains and River Access Points of the French Broad River Drainage Basin

northeasterly direction with the Black Mountain Range. The Blue Ridge Parkway provides an unbroken transportation linkage through this region.

The floodplain is generally quite narrow, confined by the many hilly, mountainous contours. Level terrain for building sites and transportation systems thus is at a premium. In the upper reaches, it ranges in width from 200 feet in northern Transylvania County to some 5,000 feet in central Henderson County.

The ecosystems of the floodplain are the most productive biological systems in the region and their protection and uninterrupted lineal integrity are essential to the survival of a wide range of plant and animal species.

Geology. The river is underlain by metamorphic rocks with some quartzite, slate, and igneous intrusions. There are also occurrences of sedimentary formations. The Appalachian highlands represent some of the oldest mountains in the world and have been deformed to a great extent, resulting in a very complex geological mix further complicated by numerous major and minor faults.

Topography. The river's watershed can be described as a mountain basin with wide floodplains in its upper reaches narrowing to steep gorges and high ridges in its lower elevations. The average slopes range from 0-15%, with some slopes exceeding 25%.

Botanics. The composition of the French Broad River region is internationally unique, due to the termination of glacier movements during the Ice Age, some 10,000-15,000 years ago. The edge of the vast ice field stopped short of this region, leaving behind the flora and fauna it had forced south from Canada. As it receded, the northern plants slowly adapted to the higher altitudes of the Appalachian highlands and remained to flourish. Local plant communities, forced south by the colder weather, returned as warmer weather followed. With elevations ranging from 1,200 ft. to 6,400 ft., Canadian and Appalachian flora are compressed in a roughly 100 lineal mile zone and now live in the same region.

Also enriching the diversity of plants is the variety of micro-climates in the mountains due to north and south exposures, elevations, and the extensive shallow bedrock regions and acidic (igneous) and alkaline (limestone) deposits.

This unique mix of physical, chemical, and climatic forces and the resulting botanical array of some 2000 species of plants, of which 300 are listed as threatened, should be interpreted in a suitable outdoor native plant exhibit in connection with the Riverfront renovation.

The construction of the Western North Carolina Arboretum, on the river at the confluence of Bent Creek, will be a major botanical attraction for residents and tourists alike. The 425-acre area at the junction of Highway 191 and the Blue Ridge Parkway will be devoted to education, research, economic development, and tourism. The facility has the potential of one million tourists annually. This could be expanded if Interstate 26 is extended from Asheville to Tennessee. An added attraction was the discovery of an archaeological site on the Arboretum grounds. Plans call for an "Ethno-Botanical Interpretive Center," to illustrate the many uses of the region's plants throughout history.

Wildlife. The region boasts an abundance of aquatic and terrestrial species. The fishery is a diverse one, with both cold and warm water habitats and species. The French Broad River presently has 2,684 miles of cold water streams and 536 miles of warm water habitat. Several threatened fish species have been identified. Brown, brook, and mountain trout are found primarily in the colder tributaries, but occasionally are caught in the warm river.

Heading the list of warm water species is the muskellunge. A 37-pound "muskie" was caught on the river on April 26, during the UDAT team visit to Asheville. Other popular warm water species are small-mouth bass, channel catfish, and red-breasted sunfish.

The dwindling fresh water wetlands in the region, especially in the Henderson County area, provide habitat for such species as muskrat, mink, turtles, waterfowl (especially wood duck), egrets, marsh hawks, osprey, herons, amphibians, etc.

Other wildlife common to the region are deer, occasional black bear, wild turkey, beaver (increasingly moving into the region), raccoon, opossum, ruffed grouse, red and gray fox, squirrels, and several species of raptors. Bald eagles and Eastern Cougar also have been sighted.

The most productive region is found within the protected and wisely managed property of the Biltmore Estate. It is recommended that organized wildlife viewing via watercraft, along the river through the estate (possibly combined with a botanical interpretive program sponsored by the nearby Arboretum), should be encouraged during appropriate hours and seasons.

Manmade Systems

The utilities, roads, and other infrastructure designed and built by man to support urban development are important determinants of growth. In the early history of urban areas, growth usually extends in fingers along the roads. As the population increases, community water and sewer systems result in a more compact pattern between the fingers. The timing and location of these infrastructure systems can be powerful tools for growth management.

Water supply facilities. The most extensive water service area is in the central portion of the basin, providing water to the greater Asheville area. Other systems serve the Henderson area (with a corridor of service between Hendersonville and Asheville), Etowah, Brevard, Rosman, and to the north, Marshall and Mars Hill.

Asheville's water comes from two reservoirs to the east of the city — Bee Tree Lake and North Fork Reservoir. The quality of water from these two reservoirs is exceptionally high, owing to the absence of development in the drainage basins.

Wastewater facilities. Current technology for the design of sewer lines dictates gravity flow if at all possible. Pumping should be avoided because pumps are costly to install, operate, and maintain, and are subject to breakdown. Sewer lines must be laid in straight sections between manholes and the gradient must be controlled within very narrow tolerance limits. Deep trenches are sometimes necessary in order to meet the required gradient.

For all these reasons, sewers are costly and more difficult to provide than water lines, especially in steep and irregular terrain such as in the French Broad River basin. As a result, sewer service areas are more constrained than water service areas.

There are six sewer service areas in the basin. The Asheville system, by far the most extensive, serves the greater Asheville community, and extends eastward to Black Mountain. Three communities to the south are served by municipal sewer systems — Rosman, Brevard, and Hendersonville. To the north, Marshall and Hot Springs have municipal sewer systems.

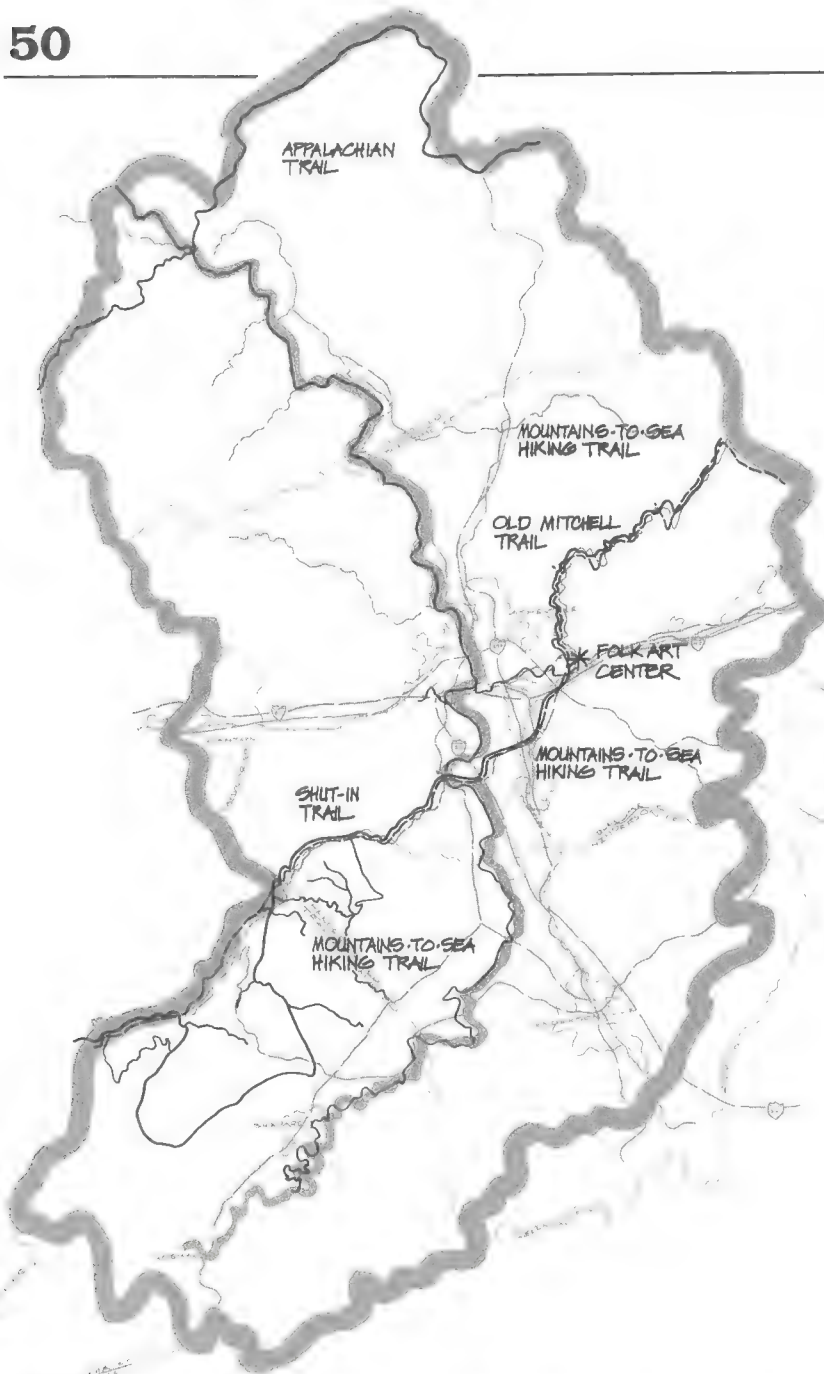
Transportation

Roads. Interstate Highways 26 and 40 intersect in the Asheville area and urban loop I-240 penetrates the center of the city. A proposal to extend I-26 northward to Tennessee has been added to the State Transportation Improvement Plan. The alignment has not been made public, but local speculation is that it may incorporate U.S. Highway 19-23 in its alignment. A loop in West Asheville could connect existing I-26 with Highway 19-23.

Railroads. The Norfolk-Southern Railroad traverses the basin from north to south and from east to west. The lines intersect in Asheville. From Asheville northward, the tracks closely follow the French Broad River. The switching yard, roundhouse, and spurs are in the River Valley Study Area.

Asheville Regional Airport. The airport is located approximately midway between Asheville and Hendersonville. Major service is provided by Piedmont Airlines. Commuter service by Piedmont and American Eagle is also provided.

Trails. Attention should be given to connecting trails within the French Broad greenway region with adjacent trail systems. For example, the Mountains-to-Sea Trail follows the Blue Ridge Parkway and crosses the Swannanoa River just east of Asheville. A trail following the west bank of the French Broad River could continue up the Swannanoa River and connect with the Mountains-to-Sea Trail which connects with the Appalachian Trail.



Trails Accessing the French Broad River Valley

Cultural Amenities

Historic Sites. The region has a rich architectural heritage with most structures properly classified and recorded. Two nationally designated historic sites are within the river's corridor (the Biltmore Estate in Asheville and the Jeff White House in Marshall) with a number of others under investigation for such designation. All historical structures within the riverfront renovation zone should be carefully examined and classified for priority designation and preservation.

Archaeologic Sites. The French Broad River greenway system contains numerous prehistoric sites of the ancestors of the Cherokee Indians (the Pisgah culture). Some show evidence of Indian occupation over a 7,000 year period. Many excavated sites in Buncombe and Haywood Counties have been dated from A.D. 1000 to A.D. 1450. The floodplains of the Swannanoa River are known to have been heavily settled by the Pisgah Indians.

The floodplains of the French Broad River should be surveyed, especially in wide plain sections. Such areas are known to have been intensively utilized by the early Cherokee culture for both village locations and growing crops. A huge Pisgah mound in the study region was examined by a member of the charette team and shards of pottery were readily located.

Every effort should be made to educate the public as to the necessity of protecting these irreplaceable archaeological resources. Education and publicity will help people learn about the prehistory of the river valley greenway and will discourage potential vandalism. The general public is very interested in archaeology, so appropriate exhibits, dioramas, and interpretive services should be an important part of the riverfront renovation program.

Other Tourist Attractions. The Biltmore Estate, Biltmore Village, UNCA Botanical Garden, Farmers Market, Folk Art Center, the homes of Thomas Wolfe and Carl Sandburg, and the Vance Homestead are major attractions in the Asheville area. In the northern section of the region are natural hot springs located in the town of Hot Springs and Madison County and currently undergoing study for restoration as a mineral springs resort. The Blue Ridge Park-

way is a heavily used scenic highway winding 470 miles along the ridges from the Shenandoah to the Great Smoky Mountains National Park. All these attractions should be related to the French Broad River Greenway, through automobile, hiking, biking, and boating routes.

Conservation and Development

Protected areas. The River basin is blessed with some of the most spectacular scenery in the world. Much of it is precluded from development by virtue of its being part of the Pisgah National Forest. Three sections of the Forest are in the basin — a large section along the northern rim, another large section along the western rim southwest of Asheville, and a smaller area northeast of the City. The Forest is owned by the Federal government, and will be preserved for the enjoyment of the public.

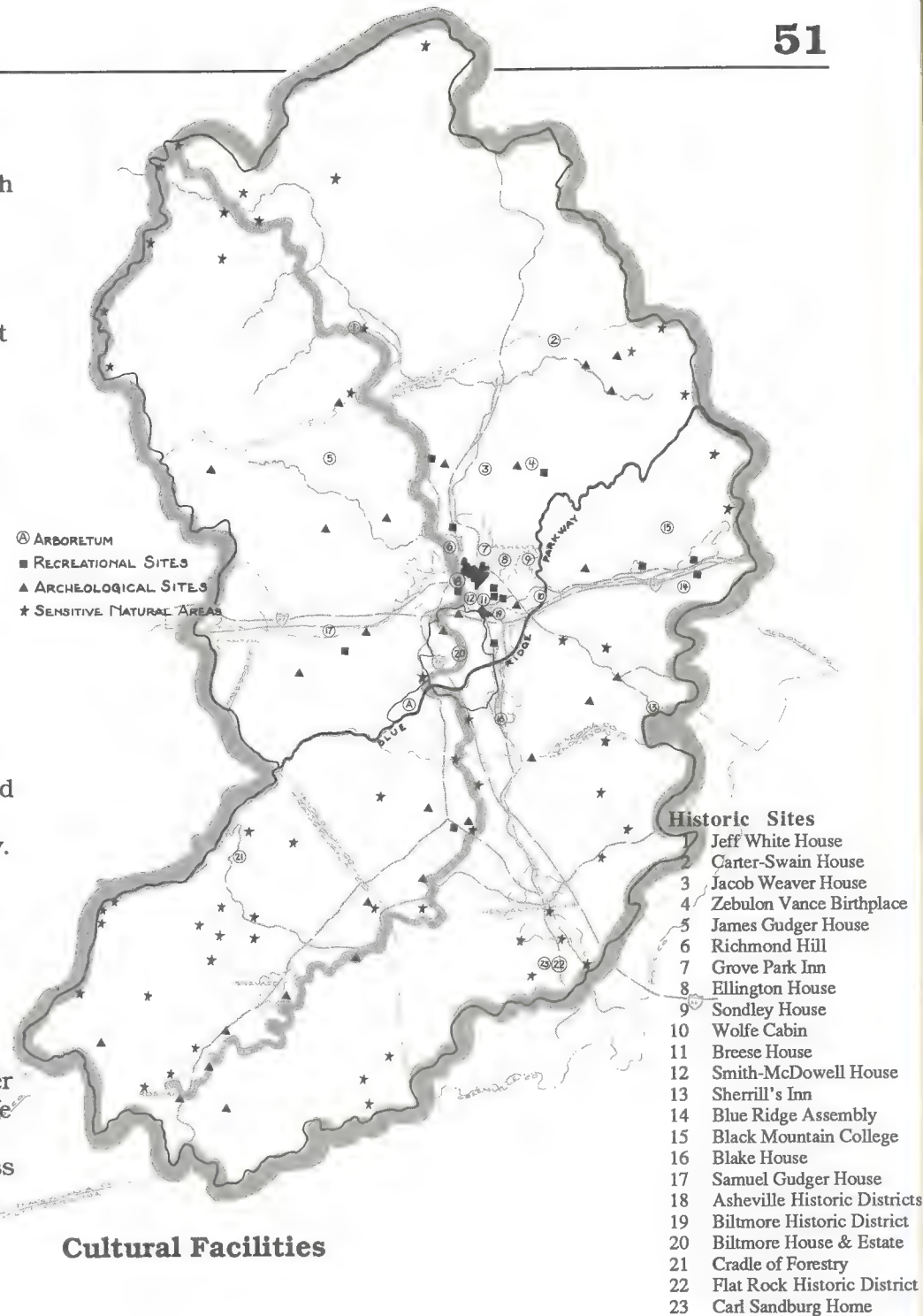
Urbanizing areas. The existing urban areas are centered in Asheville, Black Mountain, Hendersonville, and Brevard. Each of these communities is served with urban infrastructure, and has an intensity of development that qualifies them as “urban.”

Generally speaking, the urbanizing areas surround the existing urban areas. Asheville, especially, seems to be growing in all directions, as is Black Mountain. Because of the relatively flat land along the transportation corridor between Asheville and Hendersonville, these two cities may someday share a common boundary.

This combination of protected and urbanizing areas will influence potential outdoor recreation and greenways opportunities in the future and will be an important consideration in planning and managing the river.

Issues

Linkages. From a hydrological standpoint, the French Broad River dominates virtually all of four counties. As part of the everyday life and experiences of the citizens, however, it is isolated. Access to the river is difficult, and mostly by way of informal roadside access points that are unmarked and poorly maintained. Visitors to the region have no incentive to visit the river and, indeed, may not know that it exists.



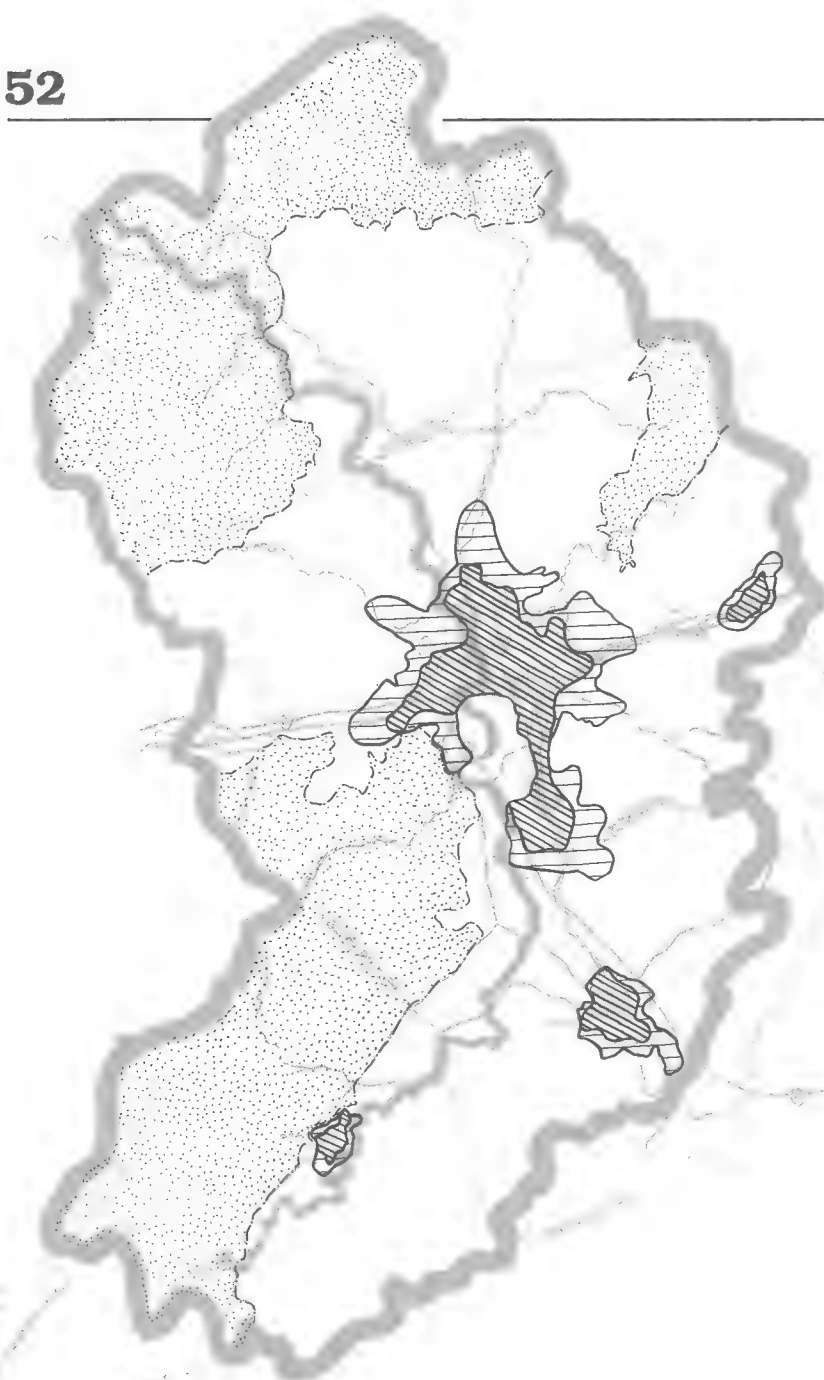
Existing access points usually provide parking space, trash cans, picnic tables, and other amenities. There also are many potential access points, identified by the French Broad River Foundation. Most of them are already informally used; if properly equipped, maintained, and identified by attractive signs, they could help link the river with a larger segment of the population.

Flood Management. Floods can be managed by structural methods, such as dams, or by non-structural methods, such as land use and building regulations. As part of the non-structural approach, the Federal Government provides flood insurance to property owners in floodplains, if the locality adopts regulations preventing new construction in the "floodway" (the flowing channel) and limiting new construction in the "flood fringe" (the adjacent area of still water flooding).

In 1966, the Tennessee Valley Authority completed a comprehensive study of development of the water resources in the French Broad River Basin. The TVA proposed a system of 14 dams, 74 miles of channel improvements, and 1.4 miles of levee at Asheville. In addition to reducing the depth and extent of floods in the basin, the system "would provide benefits from water supply, water quality control, recreation, shoreline development, fishing, and area redevelopment," according to the TVA. Benefits cited by the TVA also included higher crop yields due to reduced flooding frequency on farmland downstream.

Mixed reactions greeted the proposal. Generally, downstream communities, which would reap flood control and other economic benefits, either heartily endorsed it or did not reject it outright. Upstream communities balked at the idea. Opponents fought the proposal for 11 years, at the end of which period the Tennessee Valley Authority abandoned the project. Among the reasons cited was a 38% cost increase — from the \$89 million original estimate to \$123 million.

The disadvantages of such structural approaches to flood management are the drastic effects on the land, water, and the plants and animals that inhabit them. Often, families, businesses, and other culture must be displaced. Important wildlife may be lost. The



Urbanizing and Protected Areas with National Forests Shaded

character of the waterway would be changed in ways that could change the numbers and types of aquatic plants and animals. In the case of the TVA proposal, the American Thread plant and part of Rosman would have been engulfed. Valuable farmland, a fish hatchery, and a Job Corps Center would have been destroyed or adversely affected.

The quantity of stormwater reaching a stream and the rapidity with which it accumulates are affected by the amount of paved areas, roof tops, or other impervious surfaces in the drainage basin, particularly in areas nearest the stream. Hence, limiting the percentage of impervious surface can help mitigate the flood potential. In addition, water quality can be improved because more of the storm water would be filtered by the earth as it percolates downward to the water table.

Buildings can be "floodproofed" in portions of the floodplain. Breakaway walls and elevated floor levels can enable buildings to withstand floods. Floodplain zoning to require floodproofing of new buildings, and to prohibit them in the floodway is a method to minimize flood damage over time.

Any stormwater management practice that slows the overland flow — diversion structures, velocity dissipators, dry dams, etc. — also will be effective in reducing the frequency and severity of floods. Finally, acquisition and removal of buildings subject to flood damage may be justified in some instances. These alternative flood control methods, when compared to structural methods, cost less and disrupt the environment less. However, non-structural alternatives are not a "quick fix." Improvement in the hydrology of the basin will occur over a period of time, probably measured in decades.

River neglect. Will the French Broad River become the region's alimentary canal? Continued neglect such as can be seen in some stretches could earn the river that derogatory title. Junk along the banks, sediment and chemical or biological pollution, while not a serious health problem could overwhelm the river's natural ability to cleanse itself.

Riverfront land use issues. Along the 117 miles of the river's run in North Carolina, the number of sizeable sites that are relatively flat are limited. Those sites should be reserved for activities that are "river dependent." Water-based recreation, water-related businesses and industries, and other activities which depend on the river for their existence should be given priority for use of riverfront land.

Because of the river's gentle gradient, its shores are ideal for any kind of surface transportation, including pedestrian. The builders of railroads and roads favor river bottoms for the same gentle gradient, which minimizes construction costs. Except for parkways and other roads designed especially for river enjoyment, roads should not be built along the riverfront, because they are not river-dependent land uses. Neither are railroads, and every opportunity should be sought to minimize riverside railroad tracks.

Recommendations

To respond to the major regional resource issues, the following actions are recommended. All are high priority, but some can be accomplished more rapidly than others. The recommendations are listed in rough order of timing, from the more immediately achievable to the longer range actions.

Establish a river clean-up program.

Institute a major river clean-up program with periodic maintenance sweeps to follow, in order to ensure that the riverbed and banks are kept clear of junk, debris, and litter.

- This action is aimed at reversing years of neglect of the river and replacing the traditional attitude of the "river as dumpsite" with an attitude of "pride and stewardship" in the cleanliness of the river. This event could be scheduled yearly in connection with the Riverfest celebration, perhaps coming just prior to the celebration. It should be supported with public staff, resources, and funds, but carried out to the extent possible with broad citizen participation. Incentives could be provided, in the form of recognition and prizes for outstanding clean-up efforts. Perhaps an "Adopt A River" program could be set up, similar to the Adopt A Highway program, in which public and private groups agree to conduct

quarterly clean-ups of their lengths of the river and are listed on signs at the start of their segments.

Develop a river-oriented greenway system.

Develop a river-oriented greenway system, linking all sectors of the Asheville river corridor, as well as other regional locales, with adjacent living, working, recreation, historical, cultural, and conservation areas.

- This action seeks to connect all parts of the region to the river through a comprehensive system of access points, pedestrian paths, waterways, bikeways, roads, and wildlife corridors. The principle underlying the proposed system is **continuity**, both for natural and manmade corridors. The lead for preparing the plan could be taken by the local and regional planning departments, with participation by other interested groups. These proposals could be the starting point for the greenway plan, with modification as necessary for purposes of fiscal or economic feasibility. Among the linkages with the river proposed for consideration are:

- An **urban river shore greenway** stretching the length of Asheville on both sides of the river, and providing pedestrian paths, bikeways, and wildlife corridors.
- A **regional river shore greenway** connecting various activity centers and access points, including walking trails along the river and its tributaries, mountain trails, urban walkways, and camp sites.
- A **waterway system** with river access points in rural and urban areas and at major destinations, boat launch and docking facilities, and picnic and camping areas.
- A **river parkway segment** traversing the Asheville river shore and connected to the Blue Ridge Parkway by a French Broad River parkway loop.

Improve river access signs and update guide map.

Design and install a regional system of river access signs, directing visitors and residents to the river corridor entrances and destinations, and issue an updated river guide map.

- This action corrects a major problem of finding and getting to the river, caused by a confusing road system, complex topography, distantly and unevenly spaced river access points, a meandering river corridor, and a lack of landmarks oriented to the river. The

signage system should be carefully designed for both clarity and compatibility with the natural character of the river. It should use a standard river access symbol and a distinctive color and format to make it easily readable from cars and walkways. Signs should be located along major roads, along the waterway, and along greenways. They should be durable and require little maintenance. The excellent 1982 edition of the *French Broad River Guide*, published by Land-of-Sky Regional Council, should be updated to reflect changes in access points and river conditions. Designers should put themselves in the shoes of visitors who are unfamiliar with the local area, and make signs and maps that will guide them to the river with a minimum of uncertainty and anxiety.

Conduct floodplain and stormwater management.

Adopt a regional floodplain and stormwater management program using building elevation and floodproofing, impervious surface limits, detention ponds, and other Best Management Practices to mitigate the effects of flooding, as opposed to constructing upstream flood control dams.

- This action calls for a regional program of performance standards, regulations, building code provisions, and Best Management Practices to protect buildings in floodplains from flood damage and to manage stormwater runoff so as to lengthen runoff periods and protect water quality. None of these techniques will prevent future floods along the river. However, these techniques can mitigate or reduce flood damage by strengthening and floodproofing exposed buildings in the floodway fringe, preventing obstruction of the floodway itself, and slowing the rate of stormwater runoff to reduce flood crest heights. To be effective, this program needs to be region-wide, adopted in rural as well as urban areas, and it needs to be rigorously enforced, with minimum variances. To ensure that the importance of adopting and enforcing the standards is emphasized at meetings of Boards of Adjustment, City Councils, County Commissions, and Planning Boards, a regional group such as the French Broad River Foundation should act as advocate and watchdog.

Inventory natural areas, archaeological sites, and historic sites.

Conduct a comprehensive inventory of natural areas (habitats, geological outcroppings, and unique botanical areas), archaeological sites, and historic sites, and make a preservation and management plan for them.

- This action calls for a scientific inventory of ecological, archaeological, and historic sites, as the basis for a regional management plan. These are regional features of irreplaceable value to present to future generations, yet they are subject to continuing degradation and destruction because they have no obvious economic value to many individual private property owners and public landholding agencies. They need to be identified, protected, and managed as visible parts of the regional culture and heritage. Ecological resource management capacity will be greatly increased by the new Western Carolina Arboretum, with its active program of ethno-botany, linking the rich diversity of 2000 regional plant types to their use by man during history. Archaeological resource management needs to become active on behalf of the priceless sites of early Indian settlements which occur throughout the region, especially in connection with the river. Archaeological surveys should be done for floodplain areas exposed by removal of buildings under the waterfront renovation program. Historic houses, neighborhoods, and farmsteads need to be catalogued and preserved by an active regional effort. An outdoor native plant exhibit and interpretive program should be set up in conjunction with the Riverfront development in Asheville, recognizing the internationally unique botanical diversity of the region. All of these resources, natural and manmade, can provide education and recreation for visitors and residents, young and old.

Zone for river-dependent land uses.

Zone the river corridor to give priority to river-dependent land uses, including water-based recreation and businesses.

- This action changes the priority for use of the river shore for future development and redevelopment, away from non-river-dependent uses such as railroads and marginal industries and toward water-based recreation and businesses. It initiates a

process of replacing obsolescent railroad lines and yards, scrap yards, and warehouses and returning the riverfront space that they now occupy to the uses that depend upon river access for their existence and vitality. It gives notice to private entrepreneurs and public officials that the river corridor will be reserved for water-based activities, particularly those that serve citizens and visitors. To implement this recommendation, local governments should enact river corridor zoning defining and specifying permitted river-dependent land uses. The ordinances also should protect the wildlife and vegetative habitats along the river. The regional planning agency should develop a model zoning section for adoption by local governments.

Relocate under-utilized rail facilities and other non-river-dependent uses.

Set up a program to relocate under-utilized rail lines and yards, auto scrap yards, and other non-river-dependent land uses to sites elsewhere in Buncombe County.

- This action seeks to relocate land uses that do not depend upon the river to other sites that do not preempt valuable shoreline. It should be a gradual program, based on economic realities and using public resources to overcome obstacles to relocation. It recognizes that many historic uses of land adjacent to the river located there for reasons that may not prevail in the future when the urban riverfront is upgraded from a marginal area to an important part of the urban core. It relies upon adopting public relocation goals in city, county, and regional plans; incorporating relocation objectives in economic development programs; and formulating relocation policies in development regulations and capital improvement programs. Alternative industrial sites should be developed, where relocated uses can be placed. Funding should be provided for acquiring strategic riverfront sites and for assisting in the relocation of non-river-dependent land uses. Rail lines that are no longer needed should be acquired for greenways, under a "rails to trails" program.



THE ASHEVILLE RIVERFRONT CHARETTE TEAM. Front row, from left: Bob Kendrick of the Asheville Area Chamber of Commerce, Dennis Stallings, Carol Alberice, Keith Hay, Jane Gianvito, David Godschalk, Ray Green, Elizabeth Padjen, Al Kopf, Peter Batchelor (Charette Coordinator). Back row, from left: Luther Smith, Peter Alberice, Robert Ljungdahl, Stan Williams, Con Dameron, Abie Harris, Chuck Flink, Angelo Abbate (in hat).

Peter Batchelor, AIA, AICP, Team Chairman

Peter is an architect and city planner who lives in Raleigh, North Carolina. He is past Chairman of the national AIA Urban Design and Planning Committee, Chairman of the NCAIA Urban Design Committee, and Director of state UDAT Services. His professional experience spans 25 years in the U.S., Canada, and England. He is currently a Professor of Urban Design at the N.C. State University School of Design and a consultant to the Chapel Hill Planning Department. He also co-authored, with David Lewis, the book, *Urban Design in Action*, in 1986.

Stanley Williams, ASLA, Team Co-Chairman

Stan is a principal and managing partner in the firm LandDesign, Inc. in Raleigh, North Carolina. LandDesign, Inc. is a landscape architectural and land planning firm that concentrates in commercial, institutional, urban design, and recreation planning projects. He also is an advisory board member of the City of Raleigh Greenway System and has provided consulting/design work to many N.C. Scenic River Studies and N.C. State Park Master Plans.

Angelo Abbate, ASLA Associate

Angelo is the secretary/treasurer of Abbate & Co., Inc. in Durham, North Carolina. He is an Associate Professor of Design in the Department of Landscape Architecture at N.C. State University in Raleigh. Angelo also is an advisor to the Durham Urban Trails and Greenway Commission.

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Chuck is a landscape architect and principal in the firm, Greenways Incorporated, in Raleigh, North Carolina. His professional interests have a dual purpose: to conserve open space lands as self-sustaining natural entities and to integrate people with the natural environment. He also is Chairman of the Board of Directors of American Trails, a nonprofit organization based in Washington, D.C., and a Board Member of the N.C. Trails Association.

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David is a Professor of City and Regional Planning at the University of North Carolina in Chapel Hill. He also is Planning Consultant to the City of Chapel Hill and has been Coastal Management Consultant to Lee and Volusia Counties in Florida. His most recent book, *Catastrophic Coastal Storms: Hazard Mitigation and Development Management*, was published by Duke University Press (Durham) in 1989.

Raymond J. Green, AICP

Ray is Director of Planning for the Triangle J Council of Governments, a six-county regional planning agency supported by the cities and counties in the Research Triangle Area of North Carolina. His responsibilities include directing the Council's programs in land use planning, water quality and water resource management, solid and hazardous waste planning, and economic development planning.

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Abie is University Architect and Director of Campus Planning and Construction at N.C. State University in Raleigh. In this capacity, he is responsible for the budgeting, planning, and construction of University development. He also is Visiting Associate Professor of Architecture at the N.C. State University School of Design and Secretary to the University Board of Trustees' Buildings and Property Committee.

Keith Hay

Keith is Director of The Conservation Fund's *Greenways for America Program* in Arlington, Virginia. He is a Certified Wildlife Biologist and has had more than 35 years of experience in the conservation field, working as a professional biologist with the Colorado Game and Fish Dept., the U.S. Dept. of the Interior's Bureau of Outdoor Recreation, and the U.S. Fish and Wildlife Service.

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Liz is principal of Padjen Architects, Inc., an architectural and planning firm in Topsfield, Massachusetts that specializes in commercial and institutional projects. She is a Board Member of the Boston Society of Architects and a past Chair of the national AIA Regional and Urban Design Committee. She also has been a guest critic and lecturer at MIT and Harvard, and she writes and speaks frequently on architectural and urban design issues.

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Dennis is a design architect with O'Brien/Atkins Associates, P.A. in Raleigh, North Carolina. He was Project Architect for the Christian Science Reading Room in Raleigh and the Chatham County/Pittsboro Governmental Complex in Pittsboro, N.C.



Above, River Valley Team. Seated, left to right: Chuck Flink, Stan Williams. Standing, left to right: Angelo Abbate, Peter Alberice, Luther Smith, Bob Ljungdahl. Not shown: Bob Grasso.

Above right, Regional Linkages Team. Seated, left to right: Keith Hay, Ray Green, Jim Coman. Standing, left to right: Carol Alberice, David Godschalk. Not shown: Julia Cogburn.

Right, Urban Linkages Team. Seated, left to right: Con Dameron, Jane Gianvito. Standing, left to right: Liz Padjen, Able Harris, Dennis Stallings, Al Kopf.

Carol Alberice

Carol is acting Senior Planner for the City of Asheville. She is the planner in charge of urban design for the City of Asheville, with concentration on rezoning and ordinance revisions.

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Peter is an architect with Padgett & Freeman, Architects, in Asheville. He also is a member and a past Chairman of the Historic Resources Commission of Asheville and Buncombe County.

Julia Cogburn, AICP

Julia is Planning Director for the City of Asheville. She also is Vice President, Chapter Development of APA and Chairman for the Technical Coordination Committee for the Asheville Urban Area Transportation Program.

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Jim is a planner with the Buncombe County Planning Department, Buncombe County Zoning Administrator, and the County Staff to the Historic Resources Commission of Asheville and Buncombe County. He also is Associate Supervisor of the County Soil and Water District.

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Con is an architect and principal with Rogers & Dameron Architects in Asheville. He also is President Elect of the Asheville AIA Chapter.

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Jane is an architect with SPACEPLAN/Architecture, Interiors & Planning in Asheville. She is Project Architect and primary designer for Pack Place Education, Arts & Science Center, Mountain Area Hospice, and Hillcrest Apartments.

Robert Grasso, ASLA

Bob is a principal in the Asheville firm, Land Planning Collaborative. He is Vice President of the WNC Nature Society and an alternate member of the Buncombe County Board of Adjustment. He also is the landscape architect of Barnard River Park and Jean Webb Park on the French Broad.

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Al is Landscape Planner for the City of Asheville's Department of Parks and Recreation. He assisted with the process and production of the comprehensive *2010 Asheville City Plan*, especially in the development of the land use plan.

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Bob is President of Amenities, Ltd., a design and construction firm in Lake Lure, North Carolina. Among his firm's completed projects are Royal Insurance Corporate Headquarters in Charlotte, N.C.; 13th hole water amenities at the Augusta National Golf Course in Augusta, Ga.; and Michelin North America Headquarters in Greenville, S.C.

Luther E. Smith, ASLA, APA

Luther is a principal with Luther E. Smith Associates, P.A., in Hendersonville, North Carolina. He also is past Chairman of the Henderson County Planning Board, a member of the International Biennial Parks Conference Committee, and the 1988 Henderson County Small Businessman of the Year.

ASHEVILLE CHARETTE SUPPORT TEAM



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Peter Batchelor, AIA, AICP, Team Chairman

Peter is an architect and city planner who lives in Raleigh, North Carolina. He is past Chairman of the national AIA Urban Design and Planning Committee, Chairman of the NCAIA Urban Design Committee, and Director of state UDAT Services. His professional experience spans 25 years in the U.S., Canada, and England. He is currently a Professor of Urban Design at the N.C. State University School of Design and a consultant to the Chapel Hill Planning Department. He also co-authored, with David Lewis, the book, *Urban Design in Action*, in 1986.



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Karen Z. Cragnolin, Director

Karen is Executive Director of the French Broad Riverfront Planning Committee, Inc., and Project Manager for the Asheville Riverfront Design Charette. She is an attorney, Chairman of River Week, 1989, and an ex officio member to the City of Asheville Tree and Greenway Commission.

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Carroll is a principal in the Asheville firm, SPACEPLAN/Architecture, Interiors & Planning. The firm's projects include Pack Place Education, Arts & Science Center; Mountain Area Hospice; Sand Hill Elementary School; Park South office complex; River Ridge Market Place; and Aston Park Center. Carroll also is Chairman of the French Broad Riverfront Planning Committee, Inc., and the Downtown Design Review Committee.



J. Weiland and Kate Mathews

Kate Mathews, Charette Editor

Kate is a principal of Syntactics, an Asheville firm specializing in editing and publication design. She also is a founder and past editor of *Fiberarts*, an international textile arts magazine.

J. Weiland, Charette Photographer

J. Weiland Fine Photography is an Asheville firm that specializes in architectural photography, and which has as clients most of the major architectural firms in western North Carolina as well as accounts throughout the country.



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Division Superintendent,

Norfolk & Southern Rail-

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John G. Winkenwerder

Board Chairman, TDA

Speakers at Public Hearings (listed in order of appearance)

Wednesday, April 26,

1989; 1:00-3:00 pm

Don Tomlinson

Director, Asheville

Convention & Tourism

Bureau

Jim Stokoe

Director of Planning,

Land-of-Sky Regional

Council

W. Louis Bissette

Mayor, City of Asheville

Mary Robertson

Semi-finalist, FBRPC

Senior Citizen Contest



Peter Gregutt

Program Coordinator,
French Broad River
Foundation, Inc.

Windy Gordon

Former member, gold
medalist, U.S. Whitewa-
ter Paddling Team

E. Benson Slosman

Riverfront property
owner

Porge Buck

Riverfront property
owner

Claudia Nix

Blue Ridge Bicycle Club

John Cromwell

Blue Ridge Bicycle Club

Dr. Lowell Orbison

Asheville Tree and
Greenway Commission

Anne Kuell

Riverfront property
owner

Mary Matherly

Nat'l Railway Historical
Society, Asheville
Chapter 153

Ray Kisiah

Director, City of Asheville
Parks and Recreation
Dept.

Dave Mallett

Riverfront property
owner

Leah Karpen

Interested citizen

Patsy Brison

Interested citizen,
member of charette
resource team

*Wednesday, April 26,
1989; 5:00-7:00 pm*

Dennis Weaver

Troop Leader, Weblos
Den Pack 15, Weaver-
ville; winner Boy Scout
Riverfront design contest
sponsored by FBRPC.

Roger McGuire

Chairman, Pack Place
Education, Arts and
Science Center

Jeanne Warner

President, Preservation
Society of Asheville and
Buncombe County

Robert Grasso

FBRPC member

Randall Barnett

Asheville Housing
Authority

Barney Krucoff

Nantahala Outdoor
Center

Faith Sherrill

Special Education
teacher

Briggs Sherwood

Director, Buncombe
County Youth Soccer
Association

Lee Reading

President, French Broad
River Foundation, Inc.

Anne Orr

Regional Director,
Natural Resources and
Community Development

Katherine Fincher

Resident of Chicken Hill
neighborhood

Leslie Anderson

Director, Downtown
Development Commis-
sion

James Morgan

Winner, Senior Citizen
design contest sponsored
by FBRPC

Jerry Sternberg

Riverfront property
owner

Albert Sneed

Interested citizen on
behalf of soccer teams

Larry Holt

Deputy Director,
Asheville Housing
Authority

Written Submissions**Council of Independent
Business Owners****Beverly J. Gaines**

Occupational Therapist

Robert Brummond and**Becky Stallings**

Mayor's Committee for
Employment of Persons
with Disabilities

Steven Farmer

Interested citizen

Sharon Wallace

Interested citizen

Naomi Baldwin

Interested citizen

John Calonnis

Interested citizen

Wayne Erbsen

Director, Appalachian
Music Program, Warren
Wilson College

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Water Resources Commis-
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quality*

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*local government opera-
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Beverly-Grant Associates
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William Eaker

Land-of-Sky Regional
Council

*water quality manage-
ment*

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local history

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*design of water lines,
sanitary sewers*

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fabric manufacturer

Richard Guier

wildlife

Robert Gussman

Ecusta Division
paper manufacturer

Mike Guy

CP&L

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mechanical equipment,
highway lighting*

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Authority
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Asheville
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N.C. Dept. of Transporta-
tion

right of way

Mike Tousey

Carolina Wilderness
water-based recreation

Jones Tysinger

Tennessee Valley Authority
flood plain management

Sarah Upchurch

local history

Larry Ward

Assistant Director,
Asheville Public Works
*street signs and lighting,
garbage, sidewalks,
traffic signals*



A charette was used to deliver the team's recommendations to the final public presentation. The word "charette" is derived from the French equivalent for a cart used to pick up the drawings of Ecole des Beaux Arts architectural students at deadline time.

Forrest Westall

NRCD, Div. of Environ-
mental Management
*environmental engineer-
ing*

Lawrence E. Wetsel, Jr.

Manager, Norfolk &
Southern railways

William Wilcox

CP&L

*electric/telephone
systems*

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Wildlife Commission
fish/stream biologist

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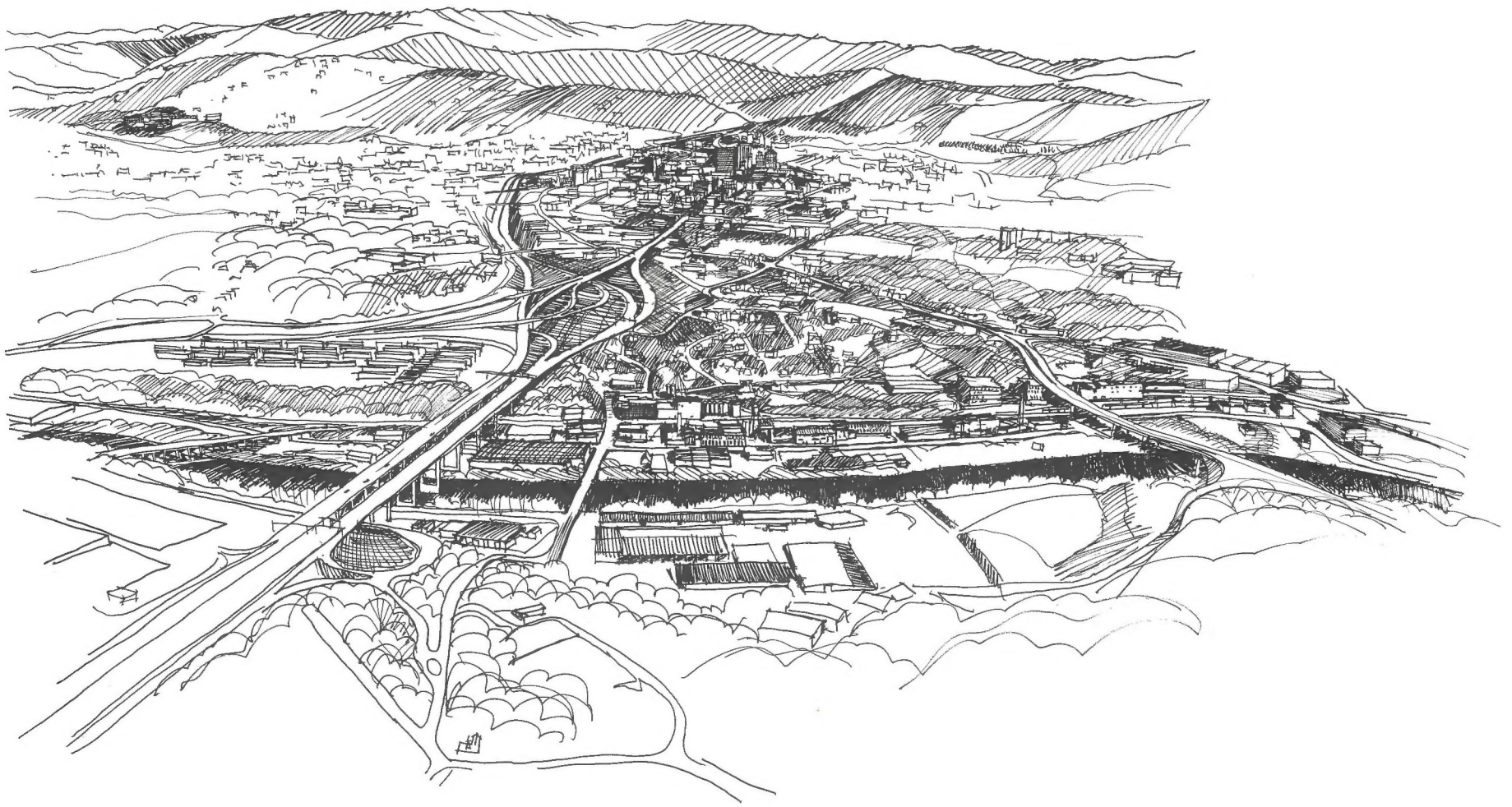
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Asheville's Riverfront Today



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